

2012 Annual Report



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

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It has been a privilege to serve as the Chairperson of the Platte County Economic Development Council this past year. I want to express my appreciation to each member for your ongoing contributions of time and financial support for this organization. The EDC continues to be strengthened by the individuals and organizations who participated at events, Action Team meetings, and Board meetings or through various other civic activities. The quality of life in Platte County has deep roots in the people that have been and continue to be involved in the Platte County Economic Development Council.

This past year was a year of transition for the EDC. Pete Fullerton, our long time Executive Director, resigned to accept a new challenge with the EDC of Kansas City. We were most fortunate to be able to employ Alicia Stephens as our new Executive Director. Alicia hit the ground running at full speed and has not let up since returning to the PCEDC. Financially, the EDC has experienced challenges much like businesses and other civic organizations in the area. Yet, we have stabilized our financial picture through great work by our staff. Under the leadership of Mark VanLoh, 2013 Chairperson, I am sure the EDC will become an even stronger organization in 2013.

2012 was a good year for Platte County and its EDC. We provide this annual report to our investors so you can see the positive return you are receiving on your investment. Our activity equals results – increased prospects, increased business visits, new jobs, new investment. In economic development there is always more work to do!

We look forward to even more successes in 2013. Depending on funding, our marketing budget will be increased and we plan to recover at least part of our staffing. We are a business like any other; we have cut expenses to the bone and we must focus on increasing revenues. Two of our membership levels had not been increased in 10 years. I thank you in advance for understanding that some levels needed to come into this decade. Nobody operates their business at 2003 prices, neither can we. Our lists of board members and investors are within this publication. We are a publicly funded and privately funded, not-for-profit organization. We cannot do our work without both sectors being at our table. Stay tuned, stay engaged in and stay committed to Platte County and our economic development efforts.



Dennis Fisher, 2012 Chair



Alicia Stephens, Executive Director

The Platte County Economic Development Council's mission is "To promote and enhance economic development in Platte County, Missouri." To accomplish the mission, the PCEDC has developed strategies in the following areas:

- Recruit, retain and develop business opportunities in Platte County
- Develop opportunities for Platte County communities
- Assure a positive return on investment for PCEDC investors

Recruit

In 2012, the PCEDC worked with 34 prospects, which resulted in:

- 29 active projects
- 3 deals closed
- 114 jobs
- \$11,300,000 new investment

Marketing efforts since June have yielded:

- 15 contacts with site location consultants
- 3 site visits by consultants

Affinity was a project of the EDC of Kansas City. The PCEDC stepped in to assist when the company had some local service issues.

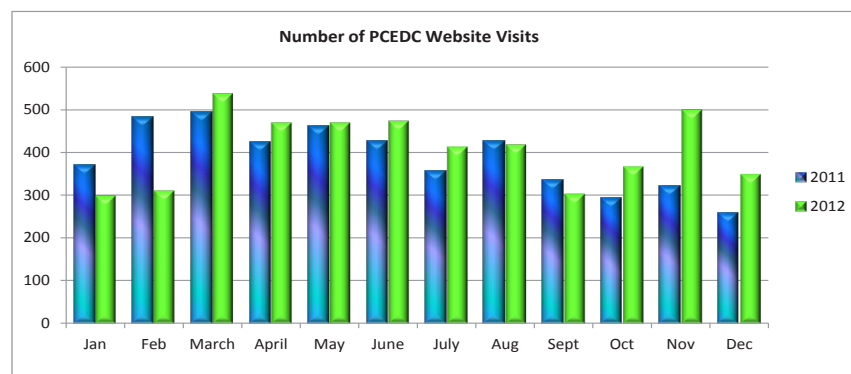


Written marketing materials were updated in 2012, including:

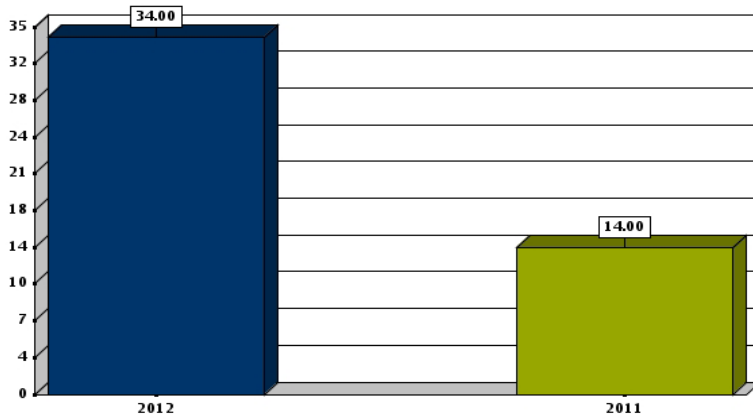
- "What's Happening" brochures - retail, office, industrial
- General "What's Happening in Platte County" brochure
- A new quality of life brochure
- The website received 4,895 visits, an overall increase from 2011



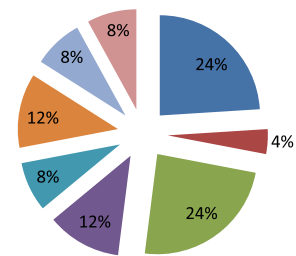
The KCADC Consultant Event at the All Star Game led to Platte County EDC landing Axxiom Consulting.



Business Attraction Prospects



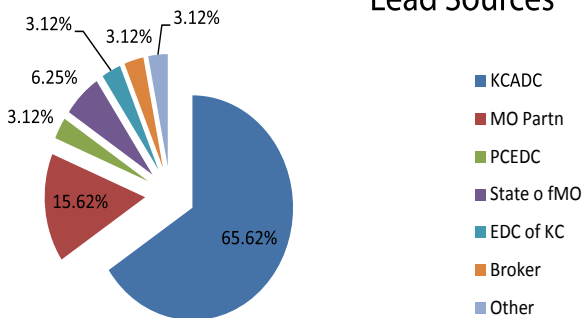
Prospect Square Foot Requests



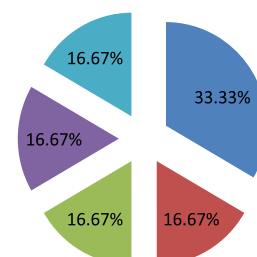
Sq Footage

- 1-25,999
- 26-44,999
- 45-75,999
- 76-99,999
- 100-149,999
- 150-199,999
- 200-399,999
- 400,000+

Lead Sources



Prospect Acreage Requests

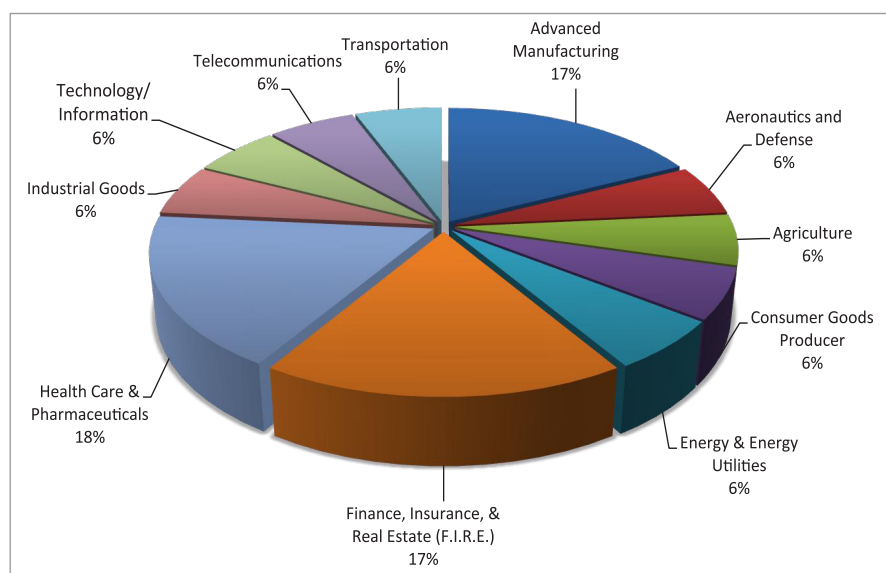


Acreage

- up to 5 acres
- 11-30 acres
- 31-50 acres
- 51-99 acres
- 100+ acres

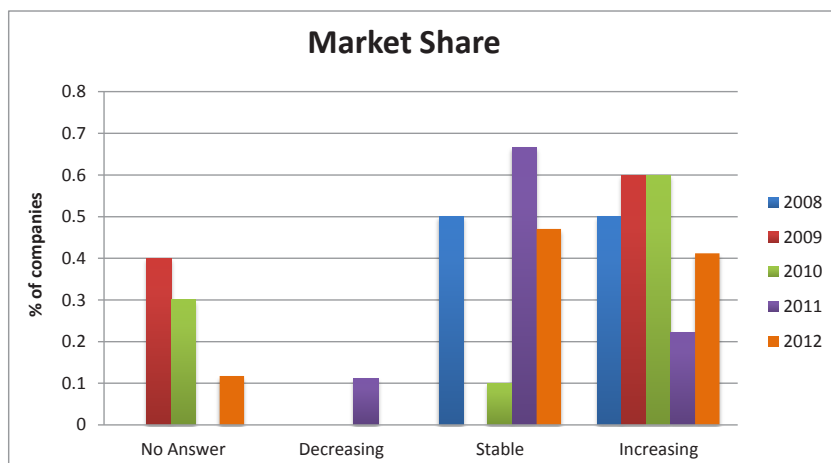
One of the Platte County EDC's priorities is to assist local businesses to become more profitable. In 2012, 35 businesses were assisted in growing and becoming more profitable. For example, the Platte County EDC worked with a local business which was looking to expand but the project was deemed financially unfeasible due to a classification error. With the assistance of the Platte County EDC, the error was corrected and the expansion project was successful.

Another objective of the Platte County EDC is to facilitate business access to a qualified workforce. In 2012, six Platte County businesses, with assistance from the PCEDC, utilized training programs offered by the Metropolitan Community College Institute for Workforce Development's Sustainability Center. Training and certification courses offered include: Certified Logistics Associate, Certified Logistics Technician, Fork Truck Operations Certificate, OSHA 10 hr General Industry Outreach Card and DOT Shipping, Handling and Labeling of Hazardous Materials Certificate.

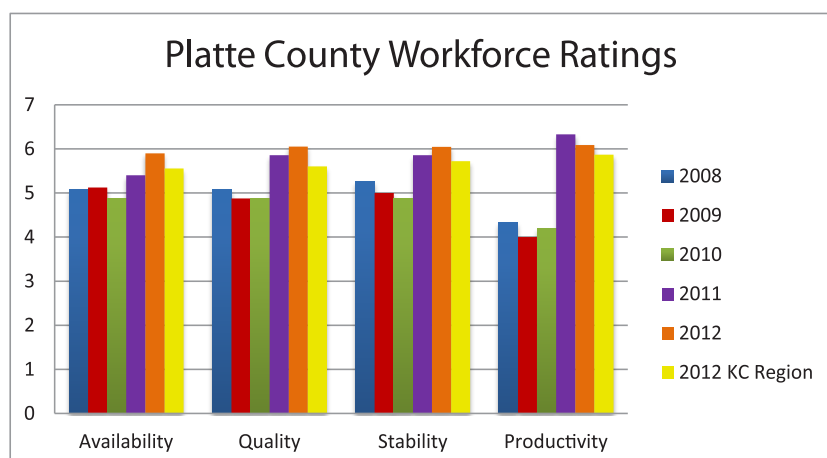
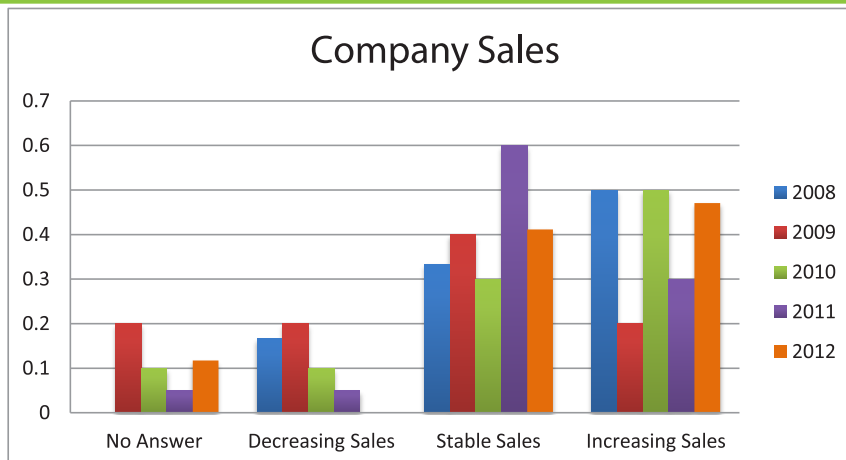


Platte County, Missouri has a diverse business base. In 2012, the Platte County EDC conducted confidential business visits within numerous business sectors for larger representation of the overall Platte County business base.

The decrease in stability from 2011 to 2012 is offset by an increase in market share in 2012.



The company sales noted indicate Platte County companies have increased sales from 2011 to 2012.



As noted in the chart, Platte County workforce ratings were higher in every category than KC regional workforce ratings for 2012, making the Platte County workforce among the best in the region. Over the past five years, workforce ratings have continued to improve. Productivity received a slightly lower rank in 2012 than 2011 but it is important to note a rating of a 6 on a 7-point scale is still a remarkable rating, especially when compared to 2010.

One-third of the companies interviewed in 2012 plan to expand in the next three years.

Develop Opportunities

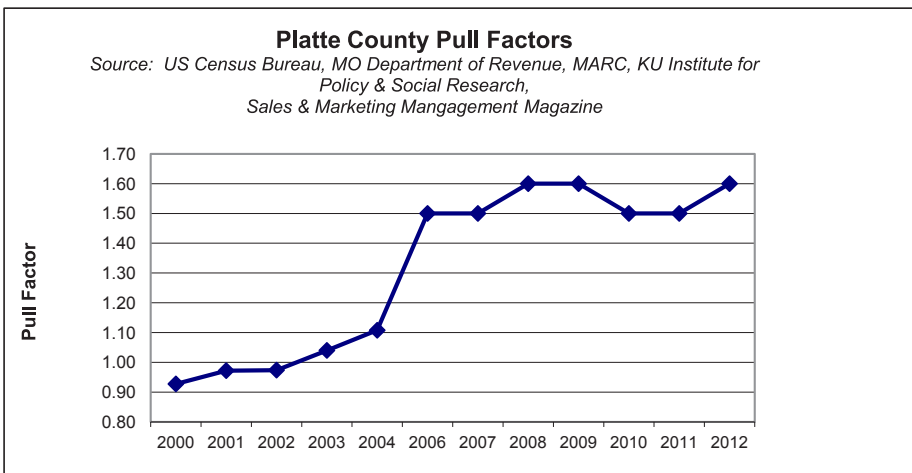
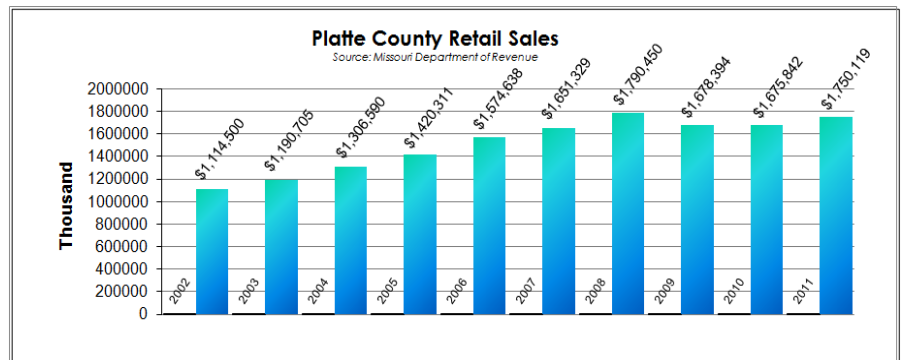
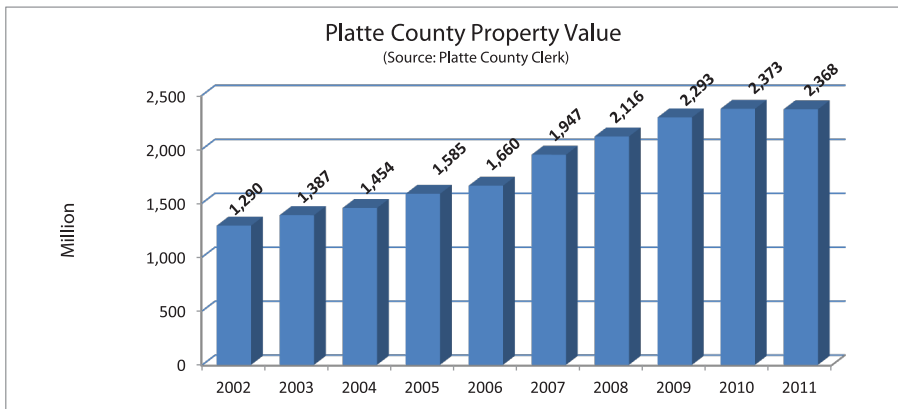
The PCEDC coordinates meetings with city, county, federal and state elected officials and staff and attends meetings of various community chambers of commerce, rotary clubs and civic organizations throughout the county on a regular basis. In 2012:

- 150 meetings were attended
- 6 communities were visited
- \$32,200 was contributed to the PCEDC from our community partners

The PCEDC set a goal to facilitate a community economic development referral network to assist communities with economic development needs. Results in 2012 included:

- Two meetings coordinated
- Five communities visited
- One joint initiative - Missouri Partnership tour of Platte County communities

Develop Opportunities



A pull factor is a quality or attribute that attracts people to a location. The PCEDC tracks the pull factor of retail in the county.

Pull factor numbers on the graph are preliminary through third-quarter 2012. Full-year data is not yet available.

The PCEDC works to expose Platte County civic/elected officials and investors to growing businesses in the county. To that end, the PCEDC:

- Hosted a business tour of Pro Athlete, Inc.
- Hosted two member roundtable events
- Hosted a VIP reception prior to the annual awards luncheon
- Total attendance at all these functions was 136



Tour of Pro Athlete, Inc.

The PCEDC organizes its resources to work with public regulatory agencies. In 2012 nine issues/plans were 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
- Managed the KCI/I-29 CID
- Managed the Platte County IDA

Return on Investment

The PCEDC seeks to provide a positive return on investment for PCEDC investors. This also allows our investors to have a part in helping to further the mission of the PCEDC. In 2012 the PCEDC:

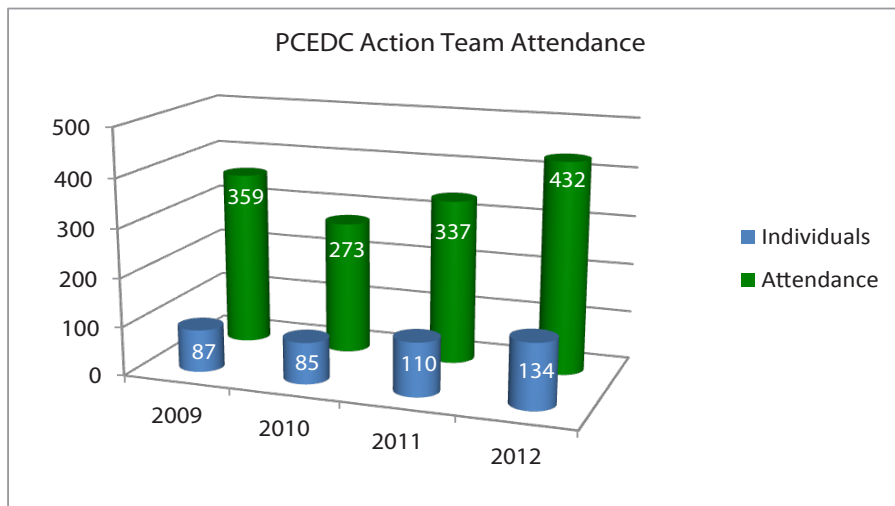
- Hosted two quarterly luncheons and an annual awards luncheon as well as participating in one joint luncheon with the Northland Regional Chamber and the Clay EDC
- Over 850 PCEDC members attended



2012 PCEDC Chair
Dennis Fisher



The PCEDC hosted its first
VIP reception for upper
level investors and new Platte
County Companies



PCEDC investors are invited to participate in one of three action teams - KCI Area Development, Marketing, Public Policy. 2012 participation was the highest on record.

The KCI Area Development Action Team has been organized to help develop real estate opportunities in the Kansas City International Airport business district and the First and Second Creek Watersheds by acting as business consultants and new business agents in concert with the City of Kansas City and staff of the Kansas City Aviation Department.

The Marketing/Business Outreach Action Team promotes Platte County through advertising, public relations efforts and interaction with local real estate development professionals. The team's responsibilities include: reviewing and strengthening PCEDC advertising messages, marketing Platte County through community events/tours, implementing public relations efforts and analyzing target industries. This team also plans, coordinates and implements the business outreach program, which includes such things as conducting business development seminars for existing businesses and conducting round table discussions with PCEDC members.

The Public Policy Action Team organizes PCEDC resources to advocate for development to public regulatory agencies, reviews and advises on positions the EDC should take on ballot issues and legislative issues and meets with the board of directors, city management and Platte County officials to make recommendations.





Platte County IDA

The Platte County IDA has closed on a total of \$156,655,00 bonds since 2002.

This subsidiary organization of the PCEDC is managed by the following IDA board members: Edie Ballweg - President, Ed Bradley - Vice President, Melba Nicholaisen - Secretary, Robert Barmann - Treasurer, and Directors Howard Breen, Karla Martinez and Dean Henricksen.

Community Improvement District

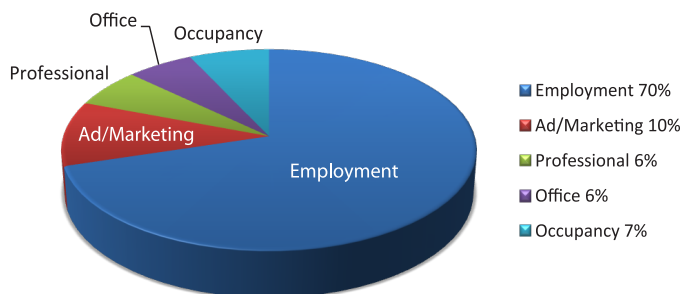
The KCI Community Improvement District (KCI/CID) was formed in 2002 to address, among other things, the lack of street lighting in the I-29 and Tiffany Spring Parkway corridor. The KCI/CID developed a self-taxing district to enable improvements to be built in the area.

The KCI/CID Board worked diligently with the City of Kansas City to negotiate a contract for installation of street lights in the area. As a result of their efforts, in 2010 over \$850,000 was invested in new street lights in the district and \$450,000 in streetlights were installed outside of the district down NW Tiffany Springs Parkway. The CID continued making payment on the street lights in 2012, and the final installment will be made in 2013.

The CID will expire in 2012 and the board is currently looking at options for the future, to determine what other projects in the district would benefit from continuation of the CID.

The KCI/CID Board of Directors is comprised of Morgan Bell, Bruce Berry, Joel Clark, Toby Corder, Roxie Curtis, Ken Hollander, Phil Josephson, Bob Keatley, Mike Klingensmith, Mike Rankin, and Michael VanBuskirk.

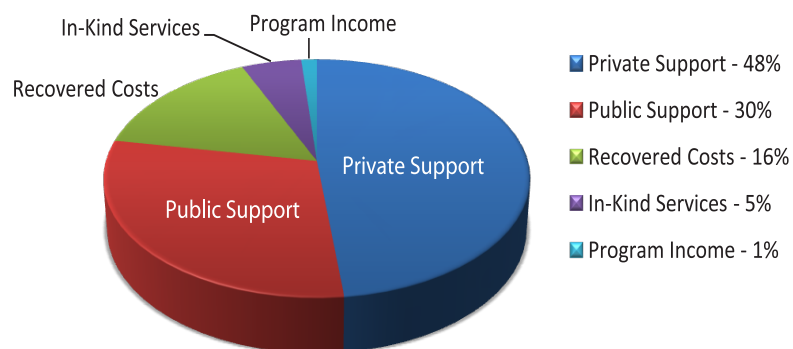
2012 PCEDC Expenses



Due to careful management by PCEDC staff, expenses were decreased significantly in 2012, \$271,000 in expenses compared to \$315,000 in 2011.

2012 PCEDC Revenues

PCEDC revenue was \$10,000 less than projected.



Professional Development

Platte County EDC took advantage of cost savings by participating in webinars and no-cost seminars. Executive Director Stephens participated in the Missouri Economic Development Council conferences. In June, she was bestowed the great honor of being named MEDC's Economic Development Professional of the Year.

Stephens also participated in webinars through the international association – IEDC.

Morgan Bell was involved in numerous Professional Development activities in 2012. These activities included: International Economic Development Council's Marketing & Attraction course, Northland Regional Chamber of Commerce's Leadership Northland Class of 2012, Synchronist Users Forum. Morgan also participated in a Synchronist 'Lite' Webinar, Quarterly Economic Briefing Webcast with Dr. Peter Linneman, two LocationOne webinars and Blue Ocean Webcast Training.

Diane Jones participated in several webinars as well as attending the Kansas City Business Journal seminar on cloud computing, a lunch & learn on Constant Contact and Blue Ocean webcast training. She continued to work toward her degree in Graphic Design at Metropolitan Community College.

2012 Executive Committee

Dennis Fisher	Chair	Park Hill School District
Mark VanLoh	Vice Chair	KC Aviation Department
Jeff Kisling	Secretary/Treasurer	Pure Fishing
Yvonne Seckington	Immediate Past Chair	North Kansas City Hospital
Jason Brown	Presiding Commissioner	Platte County
Kathy Dusenbery	1st District Commissioner	Platte County
Jim Plunkett	2nd District Commissioner	Platte County

2012 Board Members

Jim Allen	National Golf Club of Kansas City
Edie Ballweg	Ballweg & Associates
Terri Bergman	Citi Cards
Ed Bradley	Patriots Bank
Jason Brown	Platte County Commission
Dirck Clark	Mosaic Life Care
Brett Daffron	Commerce Bank N A
Tim Dougherty	ReMax Homes Center
Mike Duffy	City of Riverside
Jeff Elsea	Bank of Weston
John Engelmann	Kansas City Power & Light
Carlose Estes	Tyco Integrated Security
Gene Hanson	Citizens Bank & Trust
Lori Haskell	Hilton Kansas City Airport
Patricia Jensen	White Goss Bowers March Schulte & Weisenfels
Valerie McCaw	VSM Engineering, LLC
John Mink	Harley-Davidson Motor Company
Aimee Paine	Reece and Nichols Parkville
Mike Reik	Platte Co R-III School District
Aaron Schmidt	Hunt Midwest Enterprises Inc
Frank Weatherford	TranSystems Corporation
Ron Williamson	HW Lochner

Leadership

Platte County Commission
Kansas City Aviation Department
City of Riverside
Kansas City Power & Light

Platinum Plus

Citi Cards
Mark One Electric Co. Inc.
North Kansas City Hospital
Zona Rosa

Platinum

Argosy Casino Hotel & Spa
Gardner Construction Company, Inc.
Harley-Davidson Motor Company
M D Management
The National Golf Club of Kansas City
NorthPoint Development
Park Hill School District
Platte County R-III School District
Platte-Clay Electric Cooperative
Saint Luke's Northland Hospital
Trammell Crow Company
TranSystems Corporation
Tyco Integrated Security
Wells Bank of Platte City

Gold

AT&T
City of Parkville
City of Platte City
City of Weston
Clay County EDC/Midwest Small Business Finance
Commerce Bank N A
First Bank of Missouri
Hunt Midwest Enterprises Inc.
JE Dunn Construction

Gold continued

KCI Auto Auction
McRuer CPAs
Missouri Gas Energy
Oppenheimer & Co.
Park University
Platte Valley Bank
Pro Athlete, Inc.
West Platte R-II School District
White Goss Bowers March Schulte & Weisenfels
Worth Harley-Davidson

Silver

Bank of Weston
Burns & McDonnell
Citizens Bank & Trust
Community America Credit Union
Full Employment Council
GBA Architects & Engineers
Gilmore & Bell
Hilton Kansas City Airport
HNTB Corporation
Kansas City Airport Marriott
King Hershey
Patriots Bank
Polsinelli Shughart, P.C.
Pure Fishing
R H Johnson Company
UMB Bank

Bronze

Bartlett & West, Inc.
BHC Rhodes
Breen Development Co
CenturyLink
Charles F Curry Real Estate Co.
City of Kansas City Planning & Development
City of Kansas City Water Services

Bronze continued

Cochran HeadVick & Co.
Colorado Technical University
Congressman Sam Graves
Cramer Capital Management
Crossland Construction Company, Inc.
Diversified Staffing
Embassy Landscape Group
Embassy Suites KCI
Equity Bank
Geiger Ready Mix Co Inc.
Greater Kansas City Community Foundation
Haith & Co. Inc
Heart of America Food Services LLC
Heartland Business Capital e
Holiday Inn/KCI Expo Center
HW Lochner
Kansas City Convention & Visitors Association
Kansas City Testing and Engineering LLC
Kaw Valley Engineering Inc
The Land Source
Lawson Bank
Lewis Rice & Fingersh LC
Lutjen, Inc.
M&I, a part of BMO Financial Group
MacDon Inc.
Mann Company
Martin Financial Group
MCC Maple Woods
McCownGordon Construction
Missouri Western State University
Missouri-American Water Company
Northland Regional Chamber
Olsson Associates
Parkville EDC
Peterson Companies
Piper Jaffray & Co.
Platte City Area Chamber of Commerce

Bronze continued

Platte County Title & Abstract
R/S Electric Corp.
Randy Reed Buick-GMC, Inc.
Regus Group
ReMax Homes Center
Shafer Kline & Warren Inc
Thoroughbred Ford
Townsend Communications
Turner Construction Company
Valkyrie Land Investment
Zimmer Real Estate Services LC

Sole Proprietor

Larry Blumenthal
Christopher W Byrd, PC
City of Kansas City Council - Ed Ford
Dillingham Enterprises and JoDill Corp.
Chris Donnelly
EDC of Kansas City
Dennis Fisher
Gomer's Northland
Tim Kristl
Reece and Nichols Parkville
Shafer & Welch LC
VSM Engineering, LLC