

PLATTE COUNTY

ECONOMIC DEVELOPMENT COUNCIL

2013 Annual Report



Mark VanLoh
2013 Chair

After serving with the Board of the Platte County EDC for nearly nine years, it has been an honor to serve as its Chair during my tenth. With your help and contributions, we continue to make this organization a top performer in the region. Under Alicia Stephens' leadership, the EDC has attended 170 Community meetings, conducted 33 business retention meetings, welcomed eight new members, participated in six site location consultant events and met with 32 consultants. They also found the time to work on 16 recruitment projects, reviewed 14 Public Policy plans, created the Twin Creeks Taskforce and blew out the candles on the 25th birthday of the EDC! We are now tweeting and have over 300 followers (which sounds kind of creepy but Morgan says it's not). It was awesome to hand out 10 Business Excellence awards to companies in Platte County that have invested nearly \$67 million dollars. Just when everyone was preparing for the holiday season, the staff at the EDC put the finishing touches on a package with the State of Missouri to locate Aviation Technical Services to the KCI Overhaul Base. We can now hang a sign out front that welcomes 500 new employees to the airport and completely fills the former TWA/American aircraft maintenance facility. The incoming 2014 Chairperson, Jeff Elsea, is no stranger to our mission. He has hit the ground running and will continue our successes into the new year.



Alicia Stephens
Executive Director

The Platte County EDC ended its 25th year with a celebration of Aviation Technical Services and the 500 jobs they will have at the Overhaul Base. The project exemplifies economic development as a team sport and, frankly, we do it right here in Platte County. ATS is not the only example, you can look all over the County and see leaders (our members) working together for the economic well-being of our businesses and citizens. We can count new jobs and investment at Yang Feng and ATS and at existing companies like Pure Fishing and AmerisourceBergen thus showing a positive return on investment. After 18 months back at the Platte County EDC, I am more confident than ever our work is critical. People have jobs because of our collective efforts. We have fine-tuned our resource allocation (people and money), maintained a balanced budget and worked to continuously improve our financial and operational health. 2014 will have a stronger marketing focus – we've had many successes and it's time to build on those successes. Platte County is the premier location to do business and live. In its 25 years, the Platte County EDC has been a leader in economic development and we've accomplished a great deal. But keep your sleeves rolled up and ready for work – we've got plenty more to do.

Platte County Marketing

In 2013, the Platte County EDC worked with 39 prospects resulting in:

- 30 projects
- 4 deals closed
- 893 new jobs
- \$64,500,000 in new investment

Platte County EDC staff held one-on-one visits with 15 real estate brokers in 2013.

Platte County EDC partnered with the Kansas City Area Development Council for three large marketing events.

Sponsorships included:

- Kansas City Area Development Council's Animal Health Homecoming
- 2 KCADC Consultant Events in Kansas City

Platte County EDC participated in six consultant events and met with 32 site consultants.



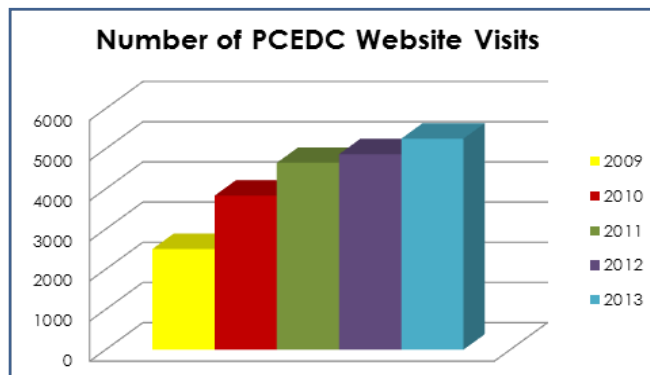
A new print ad was developed in 2013.

Platte County EDC 2013 advertising included:

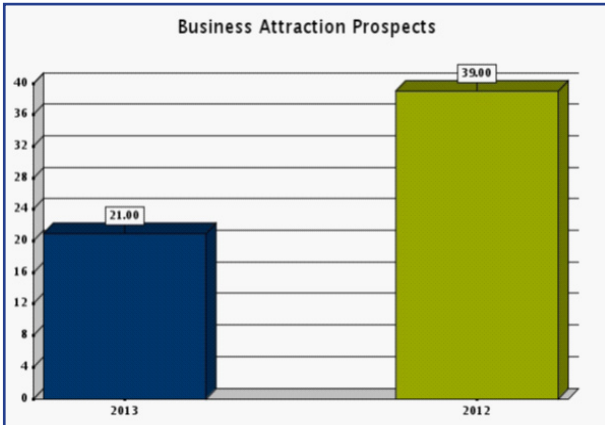
- *KC Options*
- *Ingrams* "Destination Kansas City"
- 3 trade magazines' Economic Development directories



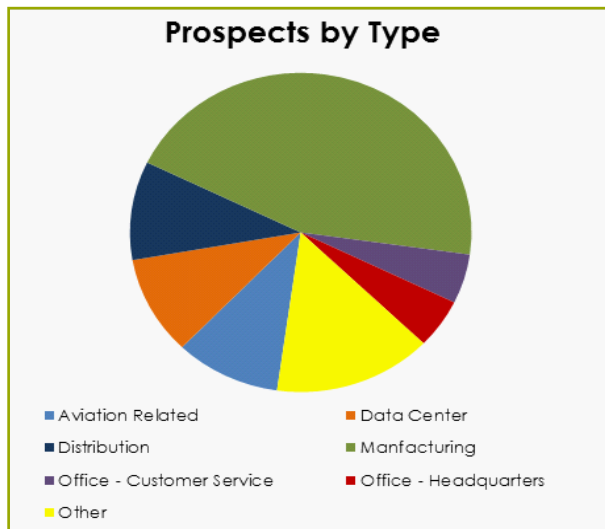
Launched a social media campaign on Twitter. @PlatteEDC generated over 300 followers.



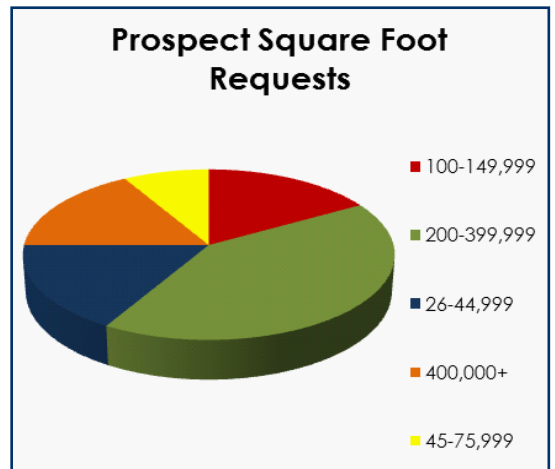
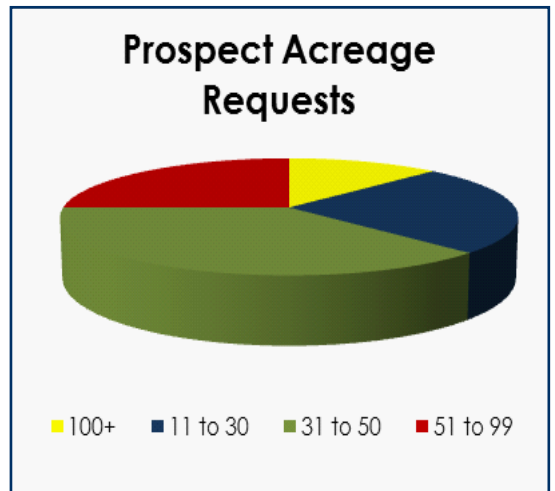
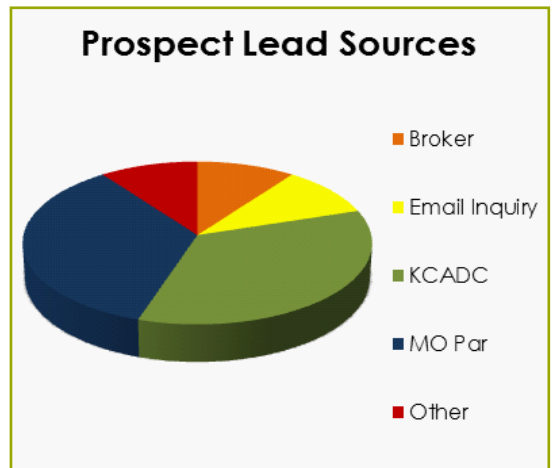
Website traffic went up 3.25% in 2013 when compared to 2012.



*14 projects from 2012 were still active in 2013



Platte County EDC Marketing and Business Outreach action team renamed the 1st & 2nd Creek Watersheds to Twin Creeks KC.



Business Retention/Expansion

The 2013 Platte County EDC business retention interviews represented 33 non-retail businesses. These businesses were asked to assist in the Business Outreach Program as a way to gauge the community's economic health. Our local partners; City of Riverside, Economic Development Corporation of Kansas City, and the Parkville Economic Development Council, also assisted in the business retention interviews.

All information collected from the business visits is kept strictly confidential and reported only in an aggregated format. Consequently, there will not be a list of participants. All graphs and numbers contained in this report are based upon direct answers given by the 33 participating business executives.

Key Findings:

-Businesses interviewed represented a diversity of sectors. Finance, Insurance, and Real Estate (F.I.R.E) was the most prevalent business sector interviewed this year.

-Platte County EDC interviewed all sizes of businesses. The majority of businesses interviewed this past year had between 101 and 250 employees.

-The majority of businesses interviewed, 60%, plan to expand in the next three years. This is an opportunity for Platte County that will bring new jobs and capital investment to the community.

-Most businesses in Platte County are either maintaining or increasing market share.

-Businesses interviewed this year had either stable or increasing sales. No businesses had decreasing sales.

Strengths:

- Location
- Education
- Business growth

Opportunities:

- New development
- Expansion
- Relationships

Challenges:

- Workforce
- Public transportation

Threats:

- Real estate costs
- Federal government uncertainty



This graph rates workforce on a scale from 1 to 7, with 1 being poor and 7 being excellent in the categories of availability, quality, stability, and productivity. Each category has shown a slight decrease this past year but not even a half point. The Platte County EDC is convening a light industrial workforce taskforce in 2014.

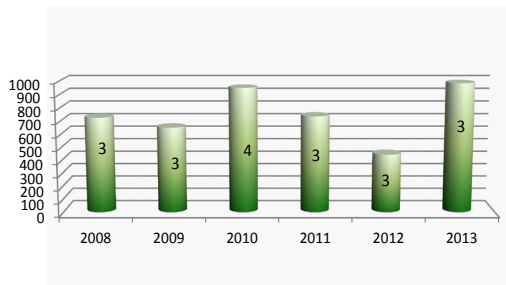
Member Activities

2013 PCEDC Member Activity included:

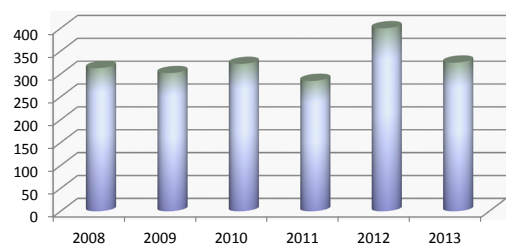
- 2 business tours – Premium Waters, Toyota
- 2 roundtables
- VIP reception

139 total attendance

2013 Luncheon Attendance



Awards Luncheon Attendance



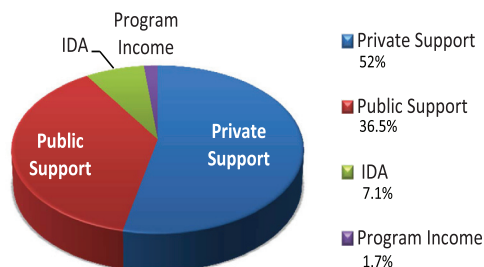
Number of Communications to Membership

Year	E-News	Open Rate
Baseline 2008	12	not tracked
2009	12	not tracked
2010	12	not tracked
2011	12	not tracked
2012	11 to 497 recipients	31.8%
2013	12 to 533 recipients	33.1%

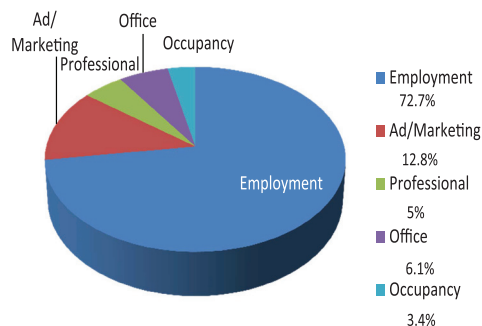
Member Renewals

Year	New Members
2013	8
2012	8
2011	7
2010	4
2009	4

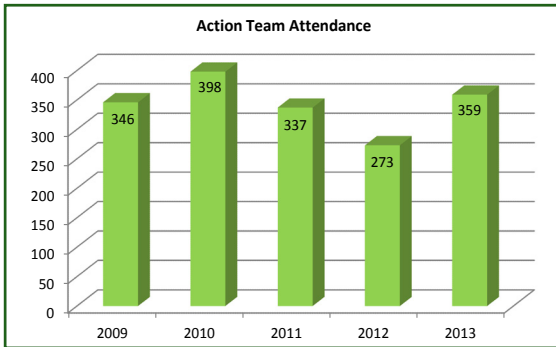
2013 PCEDC Revenues



2013 PCEDC Expenses



Activities & Office Administration



2013 Public Policy Action Team

14 Issues/Plans Reviewed:

- KC Question 2 regarding 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 regarding 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

2013 KCI/I-29 Community Improvement District

- Final payment was made to the City of Kansas City for the streetlights within the corridor

2013 Platte County Industrial Development Authority

- The board continues to watch the progress of local development for future potential projects

2013 KCI Corridor TIF Advisory Committee

- Assisted in funding infrastructure projects such as the Twin Creeks sewer and Tiffany Spring Parkway and I-29 interchange
- Over \$38 million in public infrastructure projects has been completed

2013 KCI Area Development Action Team

Topics Discussed:

- Presentation on land availability
- Transportation priorities
- 1st and 2nd Creek Taskforce was implemented and a contest was created to determine a name to be used in marketing the area
- Naming Contest awards were given to the winning students
- Presentation on the office market vacancy
- MD Management presented its plans for Ambassador Drive
- Multi-family market overview and discussion
- Instituted the Twin Creeks Taskforce which meets monthly

2013 Marketing and Business Outreach Action Team

Topics Discussed:

- Formation of Northland Young Professionals
- 2013 Marketing Plan
- Annual Business Retention & Expansion Report
- Marketing 1st and 2nd Creek
- Social Media policy developed and recommended
- Twin Creeks KC name - recommendation to PCEDC Board
- New Business Retention contractor hired
- New ad ideas generated and finalized
- 2013 luncheon plans

2013 Finance Committee

The Finance Committee meets quarterly

- Work on the 2014 budget began in November
- Implemented overdue accounts policy
- Recommended online bill pay

2013 Office Administration Improvements

- Moved to online QuickBooks to simplify AR tracking
- Changed payroll processing company
- Set up online bill pay with Bank of Weston
- Changed credit card service provider
- Began using Google Apps for email and shared calendaring

2013 Twin Creeks KC Taskforce

- Established in June, the public/private taskforce continues to discuss the future of development within the Twin Creeks KC area

2013 EXECUTIVE COMMITTEE

Chair
Vice Chair
Secretary/Treasurer
Immediate Past Chair, Ex-Officio
Presiding Commissioner, Alternate
1st District Commissioner, Alternate
2nd District Commissioner, Appointed

Mark VanLoh
Jeff Elsea
Brett Daffron
Dennis Fisher
Jason Brown
Beverlee Roper
Duane Soper

Kansas City Aviation Department
Bank of Weston
Commerce Bank
Fisher Consulting Group
Platte County
Platte County
Platte County

2013 BOARD OF DIRECTORS

Mary Bogart
Tony Borchers
Ed Bradley
Brett Daffron
Doug Doll
Tim Dougherty
Mike Duffy
Jeff Elsea
John Engelmann
Carlose Estes
Gene Hanson
Jim Harpool
Lori Haskell
Patricia Jensen
Valerie McCaw
John Mink
Paul Neidlein
Carl Privatera II
Aaron Schmidt
Duane Soper
Mark VanLoh
Frank Weatherford
Ron Williamson

Ctit Cards
The National Golf Club of Kansas City
BankLiberty
Commerce Bank
KCI Auto Auction
ReMax Homes Center
City of Riverside
Bank of Weston
Kansas City Power & Light
Tyco Integrated Security
Citizens Bank & Trust
MD Management
Hilton KCI
White Goss Bowers March Schulte & Weisenfels
VSM Engineering
Harley-Davidson Motor Company
JE Dunn Construction
Mark One Electric Company
Hunt Midwest Enterprises Inc.
Platte County Commission
Kansas City Aviation Department
TranSystems Corporation
HW Lochner

2013 PCEDC STAFF

Alicia Stephens - Executive Director
Morgan Bell - Marketing & Public Relations Manager
Diane Jones - Office & Member Services Manager

Danielle Naven - Business Outreach Contractor
Lenah Kamau - Park University Intern

2013 Investors

LEADERSHIP

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

PLATINUM PLUS

Citi Cards
Mosaic Life Care
North Kansas City Hospital
Zona Rosa

PLATINUM

Argosy Casino Hotel & Spa
Gardner Construction Company Inc.
Harley- Davidson Motor Company
Hunt Midwest Enterprises Inc
KCI Auto Auction
M D Management
National Golf Club of Kansas City
National Golf Club of Kansas City
NorthPoint Development
Park Hill School District
Platte Co R-III School District
Platte-Clay Electric Cooperative
Saint Luke's North 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
Commerce Bank N A
JE Dunn Construction
Mark One Electric Co Inc
McRuer & Associates, LLC
Missouri Gas Energy
Oppenheimer & Co
Park University
Platte Valley Bank
Pro Athlete, Inc
Pure Fishing
West Platte R-II School District
White Goss Bowers March Schulte &
Weisenfels
Worth Harley-Davidson

SILVER

Bank of Weston
BankLiberty
Burns & McDonnell
Carollo Engineers
Citizens Bank & Trust
Community America Credit Union
Embassy Suites KCI
Emery Sapp & Sons, Inc.
First Bank of Missouri
Full Employment Council
GBA Architects & Engineers
Gilmore & Bell
Hilton Kansas City Airport
HNTB Corporation
Kansas City Airport Marriott
Polsinelli Shughart, P.C
R H Johnson Company
UMB Bank

BRONZE

Affinity
ARCO National Construction-KC, Inc.
Axxiom Consulting
Bartlett & West, Inc.
BHC Rhodes
Breen Development Co
Century Link
Charles F Curry Real Estate Co
City of KC Planning & Development
City of Kansas City Water Services
Cochran Head Vick & Co
Colorado Technical University
Congressman Sam Graves
Crossland Construction Company, Inc
Embassy Landscape Group
Equity Bank
Ernst Brothers Home Construction
Gary Kerns Homebuilders, LLC
Geiger Ready Mix Co Inc
Grantham University
Greater KC Community Foundation
Haith & Co Inc
Heart of America Food Services LLC
Heartland Business Capital
Holiday Inn/ KCI Expo Center
HW Lochner
Imko Workforce Solutions
KC Convention & Visitors Association
Kansas City Testing and Engineering

Kaw Valley Engineering Inc
Land Source The
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
Platte County Title & Abstract
Premium Waters
Pro Staff/Hunter Hamilton
R/S Electric Corp
Randy Reed Buick-GMC, Inc
Regus Group
ReMax Homes Center
Sample Express
Shafer Kline & Warren Inc
Thoroughbred Ford
Toyota
Turner Construction Company
Universal Account Servicing, LLC
Valkyrie Land Investment
Vintage Tech Recyclers
WireCo WorldGroup
Zimmer Real Estate Services LC

SOLE PROPRIETOR

Audra Heller & Associates
Ballweg & Associates
Blumenthal Larry
Byrd, Christopher W, PC
City of Kansas City Council
Dillingham Enterprises and JoDill Corp
Donnelli Chris
EDC of Kansas City
Fisher, Dennis
Meghan Jansen
Kristl Tim
Shafer & Welch LC
VSM Engineering, LLC