



PLATTE COUNTY

ECONOMIC DEVELOPMENT COUNCIL

2014 Annual Report



Jeff Elsea
2014 Chair

It has been my pleasure to serve as your Chairman for the past year.

The Platte County Economic Development Council provides quick response to information requests from Platte County businesses; assists Platte County economic development professionals in recruiting and retaining businesses and provides an ongoing forum for discussion by and for Platte County businesses on matters related to not only business concerns but also quality of life issues.

Numbers of jobs retained, numbers of jobs recruited, payroll and investment in Platte County define the success of the organization and I'm proud to say the Platte County EDC plays a vital role in those numbers.

Partnering with the County of Platte to promote and stimulate working and living in Platte County is the crux of its existence.

Encourage other businesses to join you in your commitment to Platte County EDC and Platte County.



Alicia Stephens
Executive Director

Platte County is a testament to the adage – economic development is a team sport - no one group, person or government does it alone. In 2014 we had much to celebrate:

- Our first diverging diamond interchange at Tiffany Springs Parkway and I-29 was completed.
- Twin Creeks KC sewer pump stations coming on line in January, 2015.
- \$92 million in public and private investment, over 1 million-square-feet of space and over 1,500 new and retained jobs were celebrated at our annual awards luncheon.
- We grew our consultant and commercial real estate database and contacts.
- Our budget is balanced.
- Completed our work with Mayor James' KCI Terminal Taskforce.
- We assisted Platte County communities with their projects from infrastructure to feasibility studies.

Not a celebration but certainly an expectation. . . . Diane Jones left the EDC to join her spouse in Tulsa. Morgan left at the end of the year for the perfect next step in her career, going to work for KCADC's SmartPort. We welcomed Jessica Hamilton to a restructured position in Business and Member Outreach. She has already proven to be a quick study.

We are looking forward to 2015 and continuing our work with your support.

11724 NW. Plaza Circle, Suite 400, Kansas City, MO 64153 | www.plattecountyedc.com

Platte County Marketing

In 2014, the Platte County EDC worked with 10 prospects resulting in:

- 15 projects
- 2 deals closed
- 809 new jobs
- \$92,000,000 in new investment

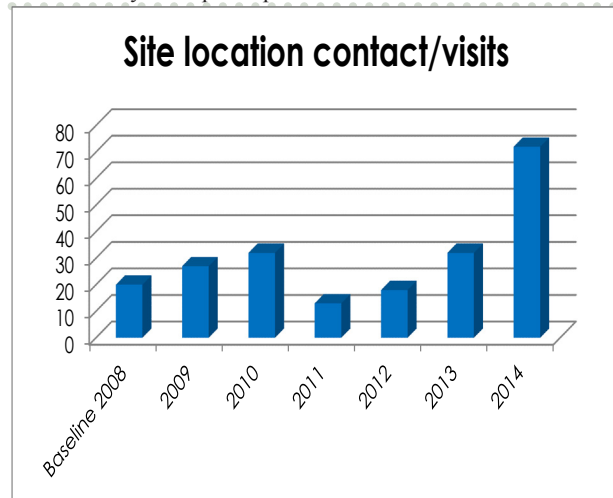
Platte County EDC staff held one-on-one visits with 25 real estate brokers in 2014.

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

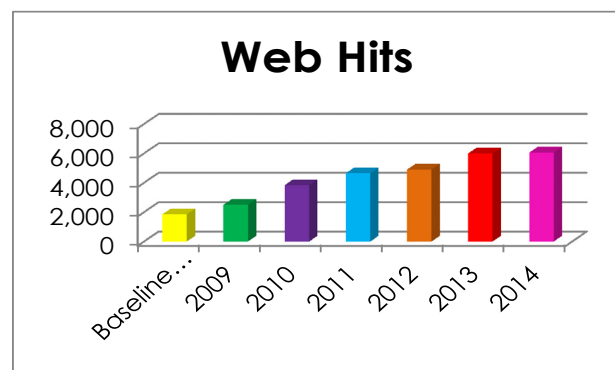
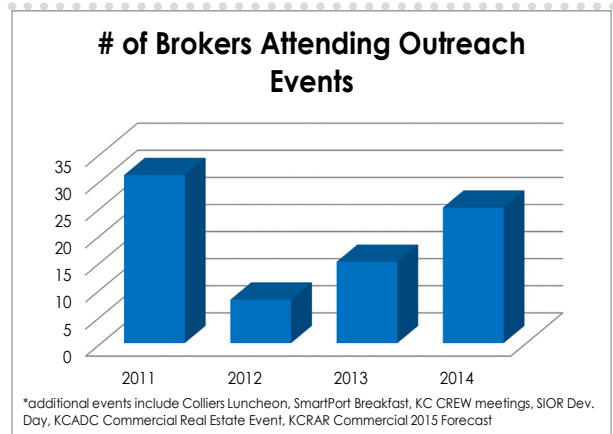
Sponsorships included:

- Kansas City Area Development Council's Animal Health Homecoming
- 2 Consultant Events in Kansas City and 3 outside the KC market

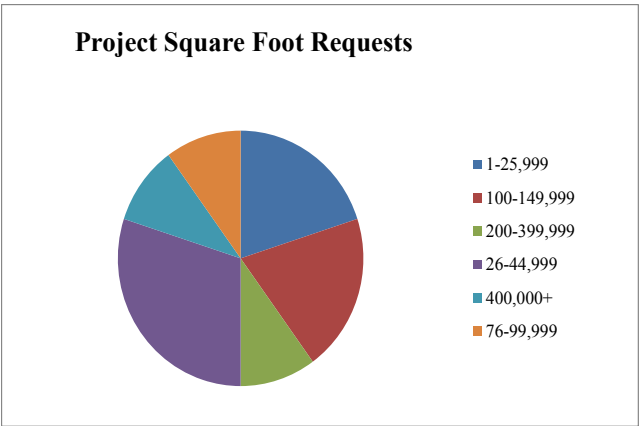
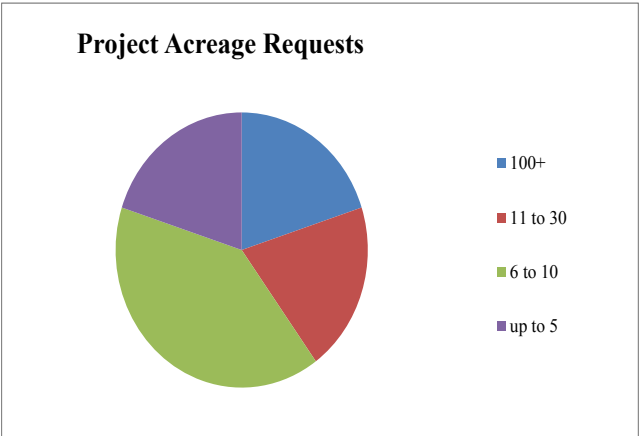
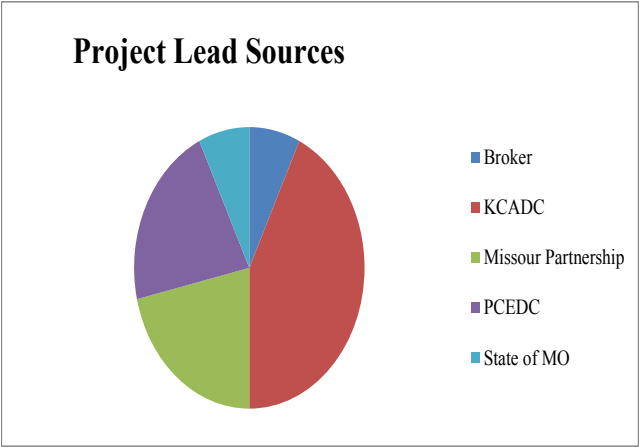
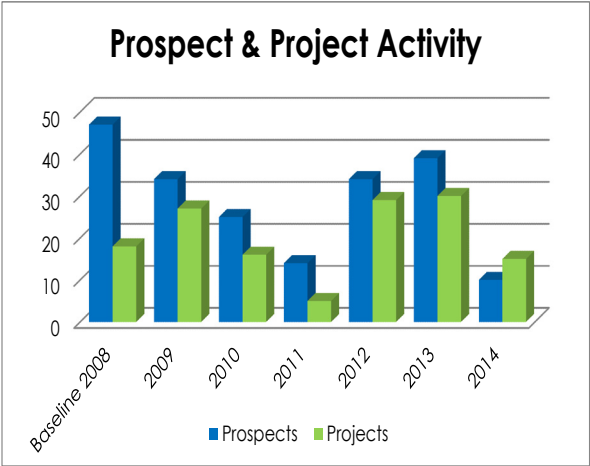
Platte County EDC participated in 6 consultant events and met with 75 site consultants.



The number of follower on Twitter doubled in 2014. @PlatteEDC has over 650 followers.



2014 website traffic was steady compared to traffic in 2013.



Business Retention/Expansion

The 2014 Platte County EDC business retention interviews represented 22 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. The software used to analyze the data is provided by KCP&L.

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 22 participating business executives.

Key Findings:

-Businesses interviewed represented a diversity of sectors. Transportation and manufacturers of durable goods were the two most prevalent business sectors interviewed this year.

-Platte County EDC interviewed all sizes of businesses. The majority of businesses interviewed this past year had between 51 and 250 employees.

-The majority of businesses interviewed, 36%, 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
- Community Services
- Education

Opportunities:

- New development
- Expansion
- Relationships

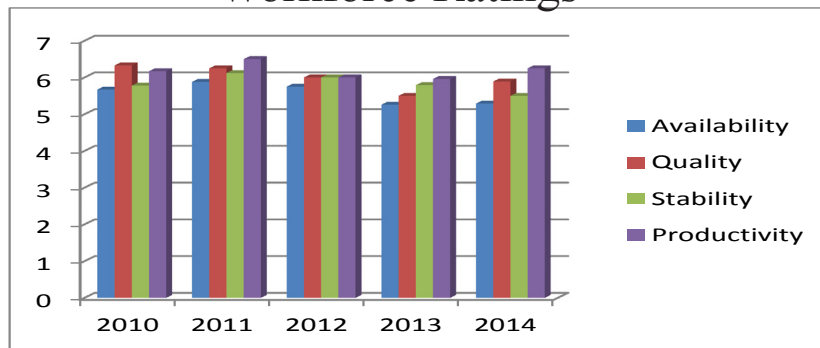
Challenges

- Workforce
- Public transportation

Threats:

- Real estate costs
- Federal government uncertainty

Workforce Ratings



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. Stability showed a slight decrease this past year but there was increase in quality and productivity of the workforce. The Platte County EDC has added a new workforce page to the website to list companies in the area that are hiring.

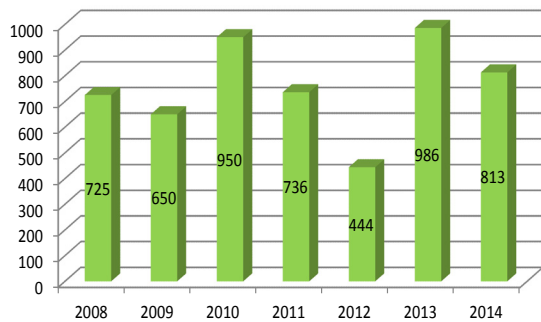
Member Activities

2014 PCEDC Member Activity included:

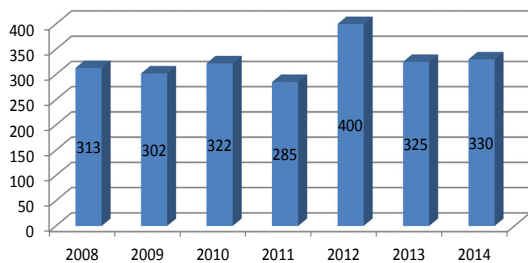
- 2 business tours – Marlen International, ATS
- 1 roundtable
- VIP reception

96 total attendance

Quarterly Luncheon Attendance



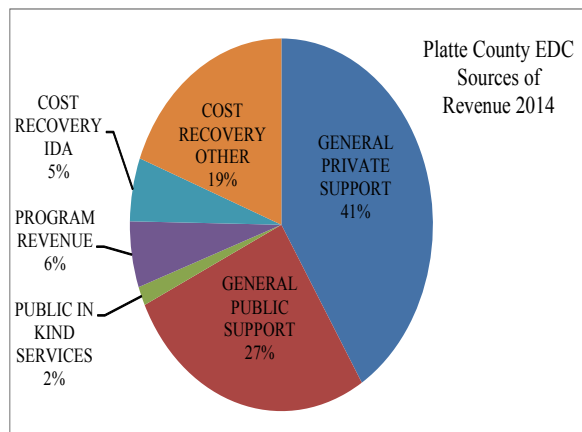
December Awards Luncheon Attendance



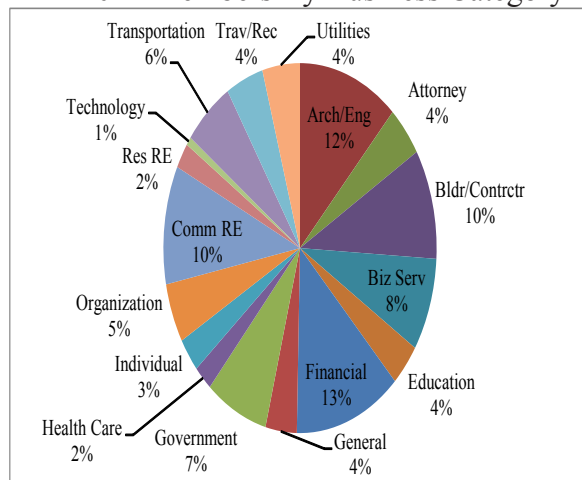
Year	E-News	Open Rate
Baseline 2008	12	not tracked
2009	12	not tracked
2010	12	not tracked
2011	12	not tracked
2012	11 to 497 Recipients	31.80%
2013	12 to 533 Recipients	33.10%
2014	12 to 511 Recipients	32.70%

Year	New Members
2009	4
2010	4
2011	7
2012	8
2013	8
2014	8

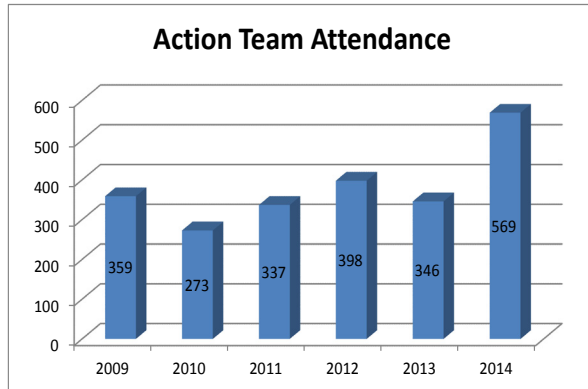
2014 PCEDC Revenues



2014 Members By Business Category



Activities & Office Administration



2014 Public Policy Action Team

Issues/Plans Highlights:

- Twin Creeks
- Major Street Plan
- Water Master Plan
- Commercial Nodes
- MARC
- KCI TIF
- Airport Advisory Group
- Missouri Economic Development Incentive Recommendations
- KC PIAC Recommendations
- MODOT Recommendations
- Missouri Transportation Alliance Recommendation
- Manage KCI/I-29 CID
- Manage Platte County IDA

2014 KCI/I-29 Community Improvement District

- CID's work was completed and remaining funds, after bills, were returned to those assessed

2014 Platte County Industrial Development Authority

- Contracted a revenue analysis of KCI TIF, resulting in a new bond issue

2014 KCI Corridor TIF Advisory Committee

- Assisted in funding infrastructure projects such as the Twin Creeks sewer and Tiffany Spring Parkway/I-29 interchange
- Over \$42 million in public infrastructure projects has been completed

2014 KCI Area Development Action Team

Topics Discussed:

- Platte County Office Market
- LaunchKC
- PIAC Transportation Needs
- Twin Creeks
- Aviation Department
- Kansas City Housing
- Platte County Housing
- Residential Development

2014 Marketing and Business Outreach Action Team

Topics Discussed:

- Business Retention/Expansion Report April, July, & Business Excellence Luncheons
- Google Analytics & Constant Contact Statistics
- Member Roundtable
- NRC Business Expo
- Twin Creeks KC logo parameters
- Boosting Participation
- Member Survey Results
- Future Marketing Plan

2014 Finance Committee

The Finance Committee meets quarterly

- Reviewed Quarterly Financial Reports
- Reviewed Bookkeeping Opportunities
- Reviewed the Current Finance Policies

2014 Office Administration Improvements

- Reworked job descriptions including salary ranges
- Contracted out bookkeeping duties
- Started revising employee handbook
- Hired Business Member and Outreach Manager

2014 Twin Creeks KC Taskforce

- Worked continued throughout the year with monthly presentations such as: land use plan, commercial nodes, and transportation and water infrastructure

2014 PCEDC Board

2014 EXECUTIVE COMMITTEE

Chair	Jeff Elsea	Bank of Weston
Vice Chair	Brett Daffron	Commerce Bank
Secretary/Treasurer	Patricia Jensen	White Goss
Immediate Past Chair, Ex-Officio	Mark VanLoh	Kansas City Aviation Department
Presiding Commissioner, Alternate	Jason Brown	Platte County
1st District Commissioner, Alternate	Beverlee Roper	Platte County
2nd District Commissioner, Appointed	Duane Soper	Platte County

2014 BOARD OF DIRECTORS

Mary Bogart	Citi Cards
Tony Borchers	The National Golf Club of Kansas City
Ed Bradley	BankLiberty
Brett Daffron	Commerce Bank
Doug Doll	KCI Auto Auction
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
Jim Harpool	MD Management
Lori Haskell	Hilton KCI
Patricia Jensen	White Goss
Valerie McCaw	VSM Engineering
John Mink	Harley-Davidson Motor Company
Paul Neidlein	JE Dunn Construction
Carl Privatera II	Mark One Electric Company
Aaron Schmidt	Hunt Midwest Enterprises Inc.
Duane Soper	Platte County Commission
Michael VanBuskirk	Newmark, Grubb, Zimmer
Mark VanLoh	Kansas City Aviation Department

2014 PCEDC STAFF

Alicia Stephens	Executive Director
Morgan Bell	Marketing & Public Relations Manager (through December)
Diane Jones	Office & Member Services Manager (through June)
Danielle Naven	Business Outreach Contractor (through February)
Jessica Hamilton	Business Member and Outreach Manager (beginning October)

2014 Investors

LEADERSHIP

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

PLATINUM PLUS

Citi Cards
Mosaic Life Care
North Kansas City Hospital
Southwest Airlines
Zona Rosa

PLATINUM

11500 Ambassador
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
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
Worth Harley-Davidson

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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

ARCO National Construction-KC, Inc.
Bank of Kansas City
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
Embassy Landscape Group
Equity Bank
Ernst Brothers Home Construction
Flynt Group LLC
Foutch Brothers
Gallagher
Gary Kerns Homebuilders, LLC
Geiger Ready Mix Co Inc
Greater KC Community Foundation
Haldex
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
Lawson Bank
Lewis Rice & Fingersh LC
Lutjen, Inc.
M & I a part of BMO Financial Group
M & M Quality
MacDon Inc
Marlen International
Mann Company
Martin Financial Group
MCC Maple Woods
McCownGordon Construction
Missouri-American Water Company
New Horizons Enterprises LLC
Northland Regional Chamber
Olsson Associates
Parkville EDC
PeopleWise
Peterson Companies
Piper Jaffray & Co
Platte City Area Chamber of Commerce
Platte County Title & Abstract
Pro Staff/Hunter Hamilton
R/S Electric Corp
Randy Reed Buick-GMC, Inc
Regus Group
ReMax Homes Center
Shafer Kline & Warren Inc
Thoroughbred Ford
Turner Construction Company
Valkyrie Land Investment
Velociti
W.W. Grainger
Wexford Place Memory Support
Newmark Grubb Zimmer

SOLE PROPRIETOR

Audra Heller & Associates
Ballweg & Associates
Chris Donnelly
Dennis Fisher
Dillingham Enterprises and JoDill Corp
Ed Ford - City of Kansas City Council
EDC of Kansas City
Larry Blumenthal
Meghan Jansen
Shafer & Welch LC
Tim Kristl
VSM Engineering, LLC