



BUSINESS OUTREACH & EXPANSION

2010

Introduction

The Platte City Area Chamber of Commerce & Economic Development Council places great emphasis on business outreach and expansion efforts within its existing business community. The success of the outreach program has been enhanced by the support of our community partners, the City of Platte City and KCP&L, through funding and KCP&L's provision of a portal to access Synchronist, a national BRE software program. The software is used to analyze data in report form collected during the outreach visits. All information contained in this report is in aggregate format and obtained from Synchronist reports.

The PCACC/EDC would like to thank the 25 businesses that opened their doors to us providing valuable information that can be used to improve the business climate, create new jobs through expansion efforts and help facilitate the success of our business community. The identity of the businesses visited will be kept confidential to protect the integrity of the data collected. All visits were conducted by the chamber Executive Director, Karen Wagoner.

Lastly, the chamber would like to thank their Platte City ED Partners, Platte County R-3 School District, City of Platte City, Platte County EDC and John Engelmann of KCP&L, for their continued support of our collective efforts to define what economic development is for Platte City, our respective roles and how to achieve our goals through collaborative effort.

Karen Wagoner
Executive Director
PCACC/EDC

Adam McGinness
President
PCACC/EDC

Dan Demory
Vice President
PCACC/EDC

BUSINESS SECTOR DISTRIBUTION

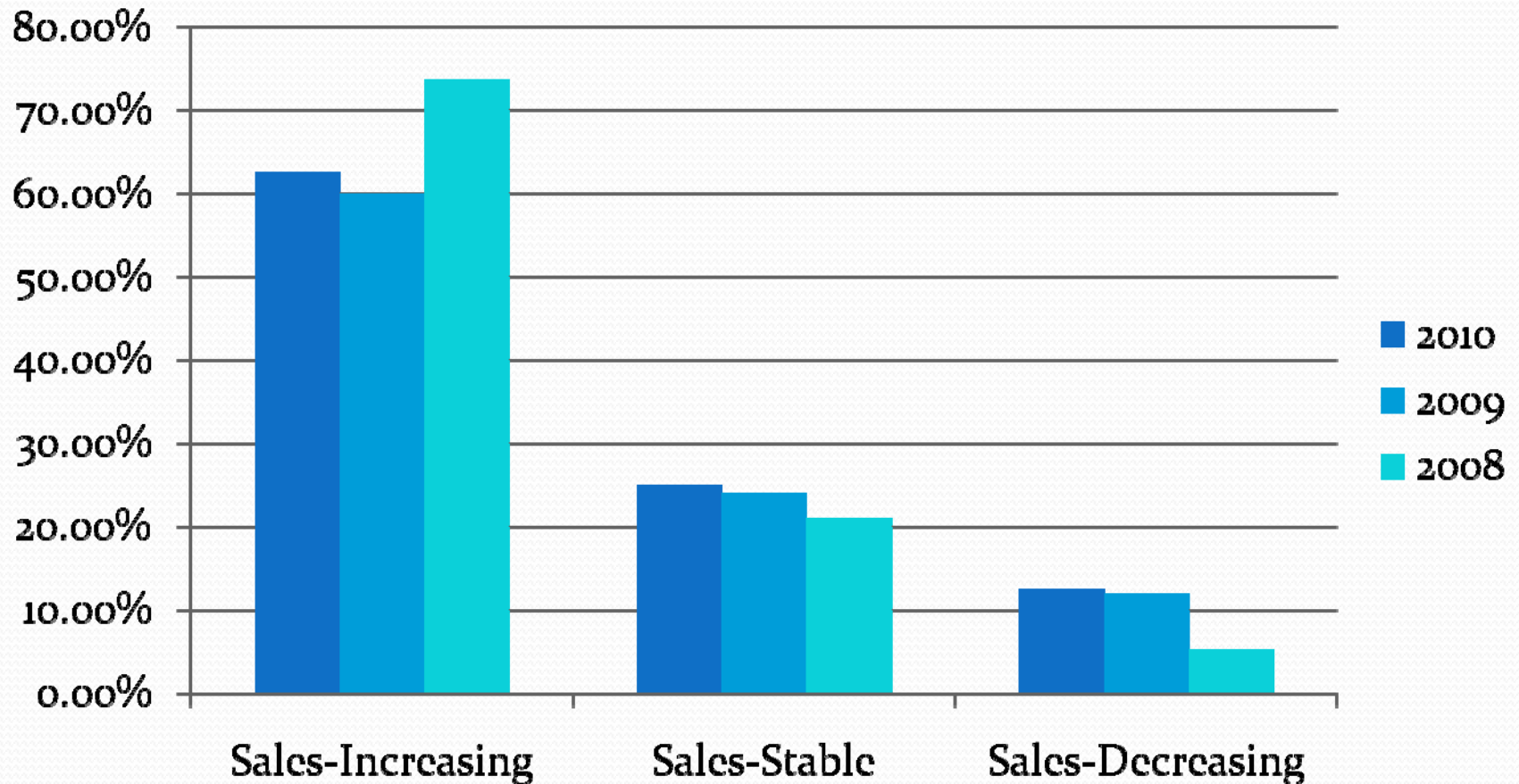
- Health Care (5) 20%
- Restaurants (3) 12%
- Other (3) 12%
- Construction (2) 8%
- Educational (2) 8%
- Finance (2) 8%
- Grocery & Drug (2) 8%
- Motor Vehicle (2) 8%
- Home Improvement(1)4%
- Recreation (1) 4%
- Retail Outlets (1) 4%
- Service-Consumer (1) 4%

4 Non Members 16% / 21 Members 84%

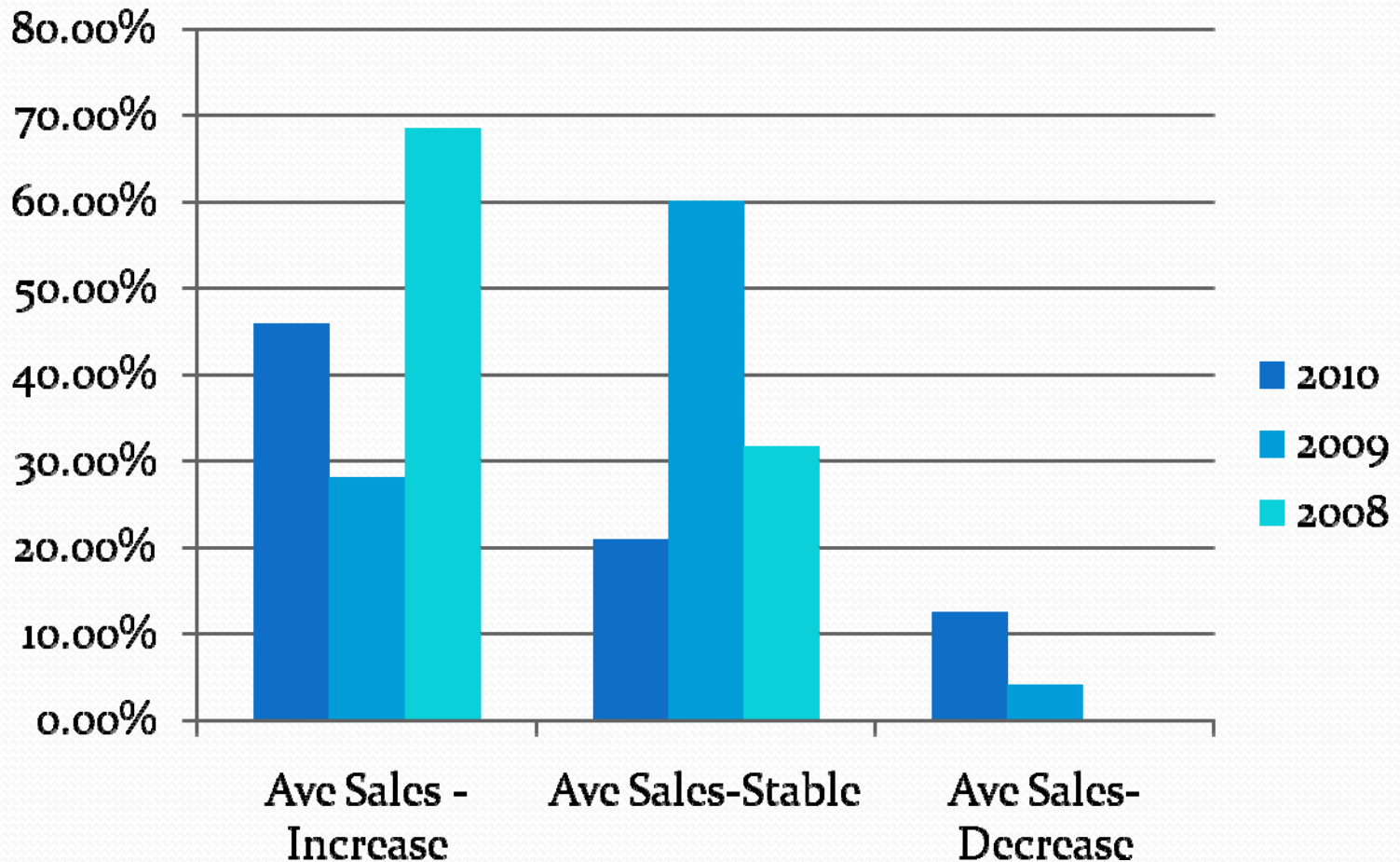
DISTRIBUTION OF COMPANIES BY RANGE

	Low	Medium	High	Very High
Value	4%	44%	52%	0%
Growth Potential	0%	48%	52%	0%
Risk	52%	48%	0%	0%
Satisfaction	8%	24%	68%	0%
Technology Adoption	44%	44%	12%	0%

BUSINESS SALES



AVERAGE SALE VALUE



INVESTMENT FORECAST REPORT

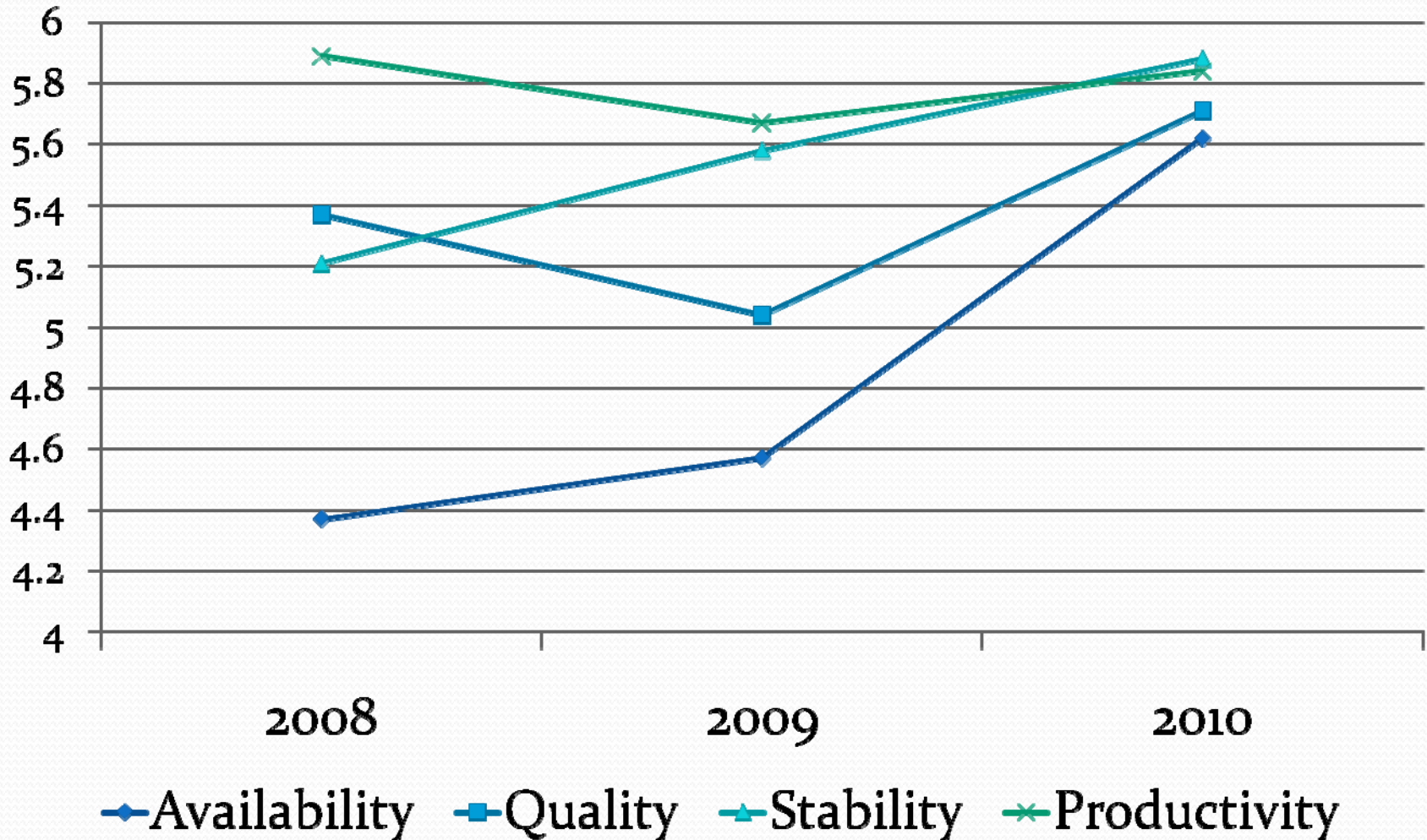
Estimated Dollar Investment	Estimated New Jobs	Estimated New Space
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- | | | | |
|-----------------|--------------|----|--------|
| • High: | \$10,500,000 | 40 | 28,000 |
| • Low: | \$ 15,000 | 0 | 0 |
| • Total: | \$12,470,000 | 45 | 29,130 |

Total number of Co.'s
Percent expanding:

8
32%

WORKFORCE EVALUATION



WORKER SKILL GAPS

- Total number of companies reporting skill gaps: 19

- Unfilled Positions:

• Increasing	Stable	Decreasing
• 5.88%	94.12%	0%

- Projected Employment Needs:

• Increasing	Stable	Decreasing
• 48%	52%	0.00%

COMMUNITY'S STRENGTHS AS A PLACE TO DO BUSINESS

- Business Climate Positive 68%
- Customer/Supplier Accessibility 28%
- Economy/Community Stable 16%
- Quality of Life Positive 12%
- Educational System Strong 8%
- Other 8%
- Community Services Good 8%

COMMUNITY WEAKNESSES AS A PLACE TO DO BUSINESS

- Business Climate Negative 48%
- Community Leadership Negative 8%
- Cost of Doing Business is High 8%

BUSINESS SERVICES CHALLENGES

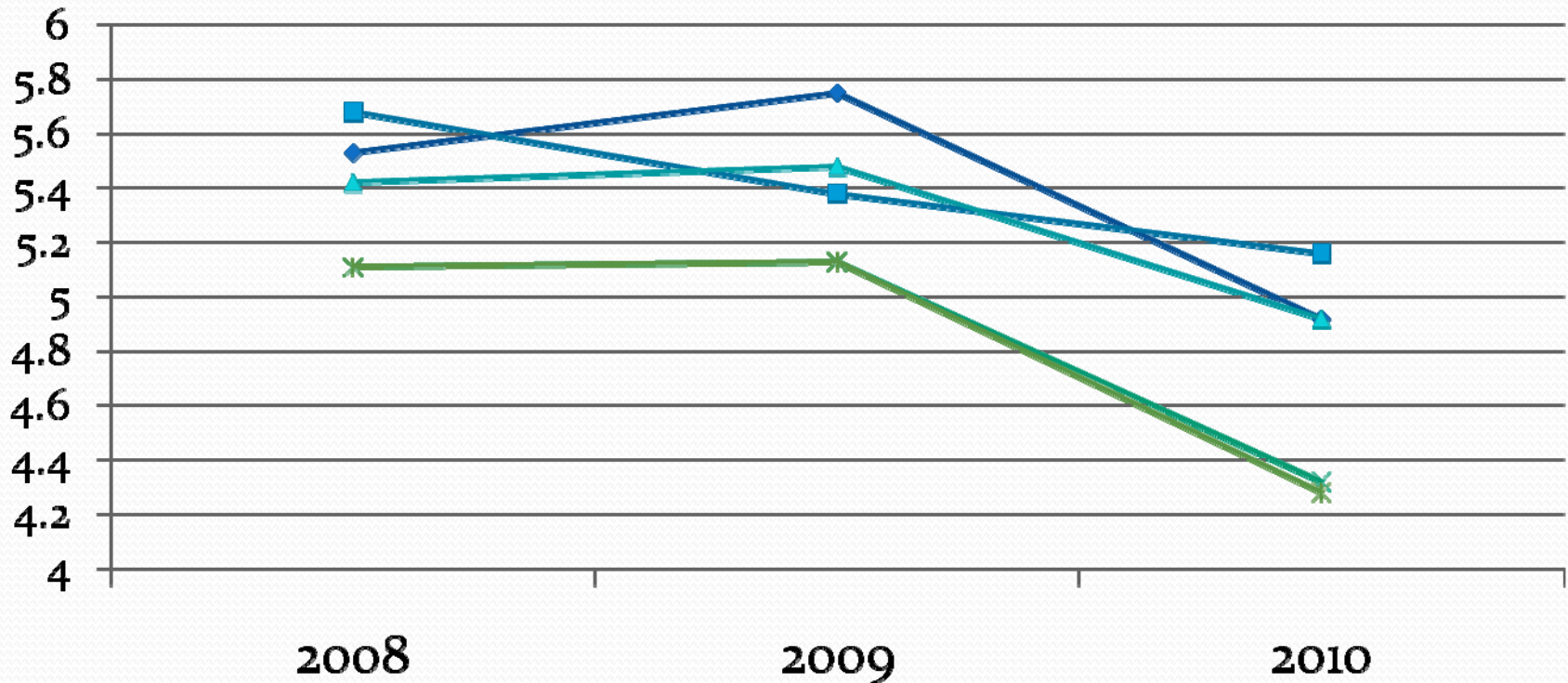
- Employee Specific:

- Labor Legislation (Union) 4%

- General Business:

- Health Care Reform 16%
- Energy Bill 4%

TECHNOLOGY UTILIZATION

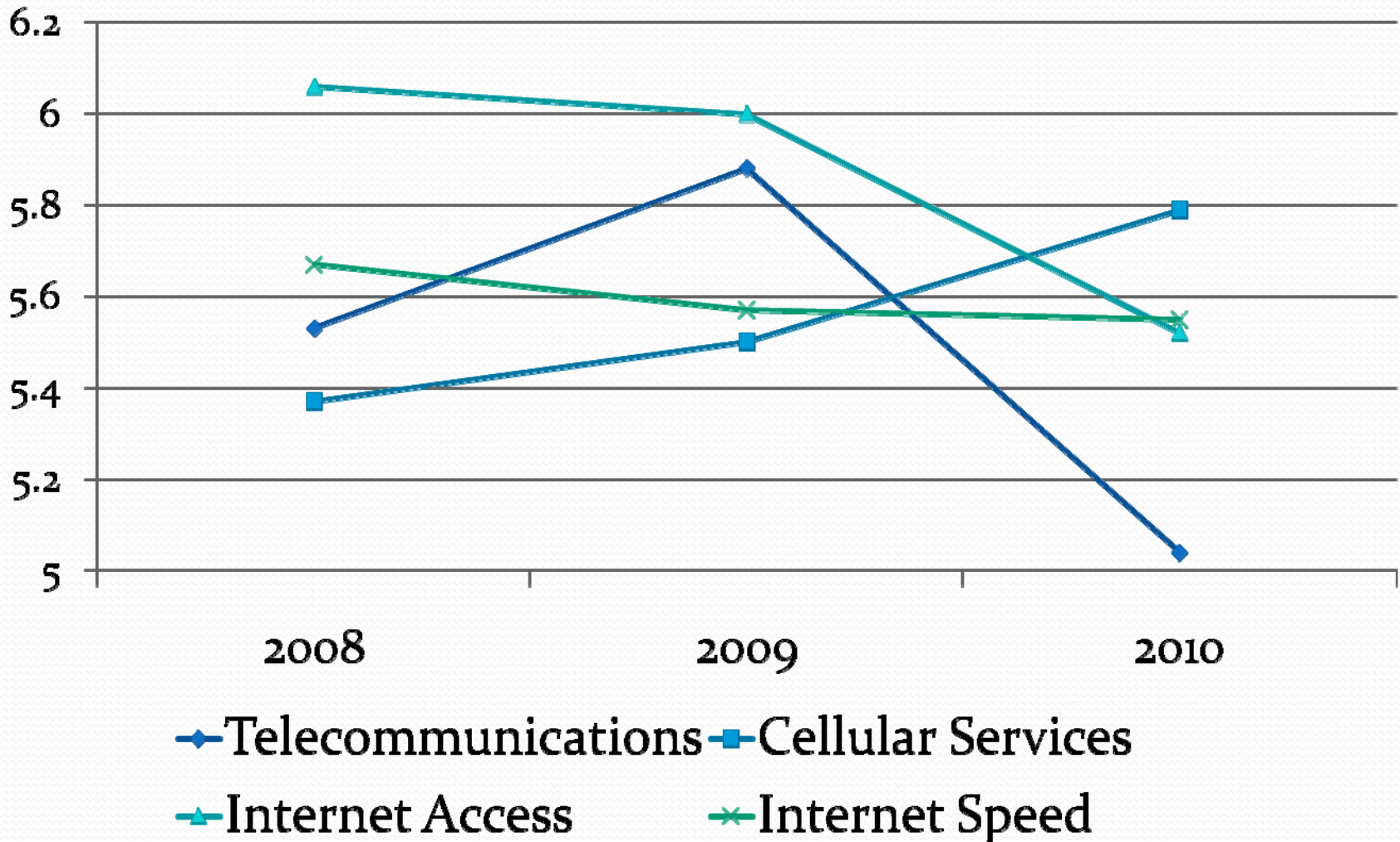


- ◆ Internal Office Operation
- Operations
- ▲ Sales & Inventory Mgmt
- * Marketing
- * Technology Investment

TECHNOLOGY USE/INVESTMENT

- 24% of Businesses Interviewed Not Happy With Web Site
- 8% of Businesses Indicate Their Technology is Out of Date

TECHNOLOGY RATINGS



TECHNOLOGY INFRASTRUCTURE

- Is Technology Infrastructure Adequate for Growth Plan?
 - YES – 76%
 - NO – 24%
- As Base Has Grown Speed Has Decreased Both in Access and Mobility Within

WILL EMERGING TECHNOLOGY SUBSTANTIALLY CHANGE YOUR BUSINESS?

YES - 40%

NO - 60%

TECH-BASED BUSINESS OPPORTUNITIES?

YES - 33%

NO - 67%

PLANNED TECHNOLOGY INVESTMENT

EXPAND - 3

RENOVATE - 5

TOTAL ESTIMATED
TECH INVESTMENT

\$ 300,000

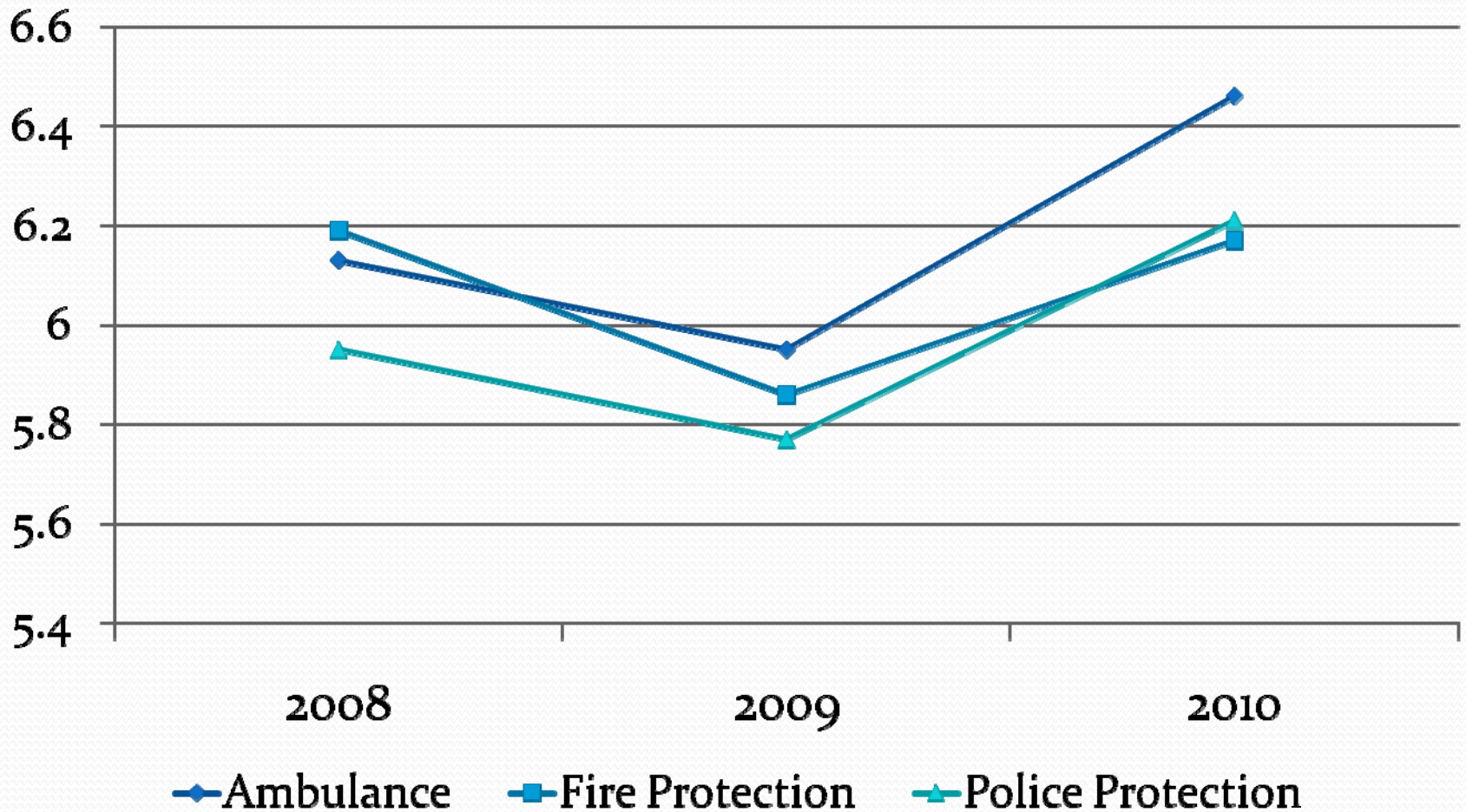
BUSINESS CHANGE REPORT

- Negative Legislation:

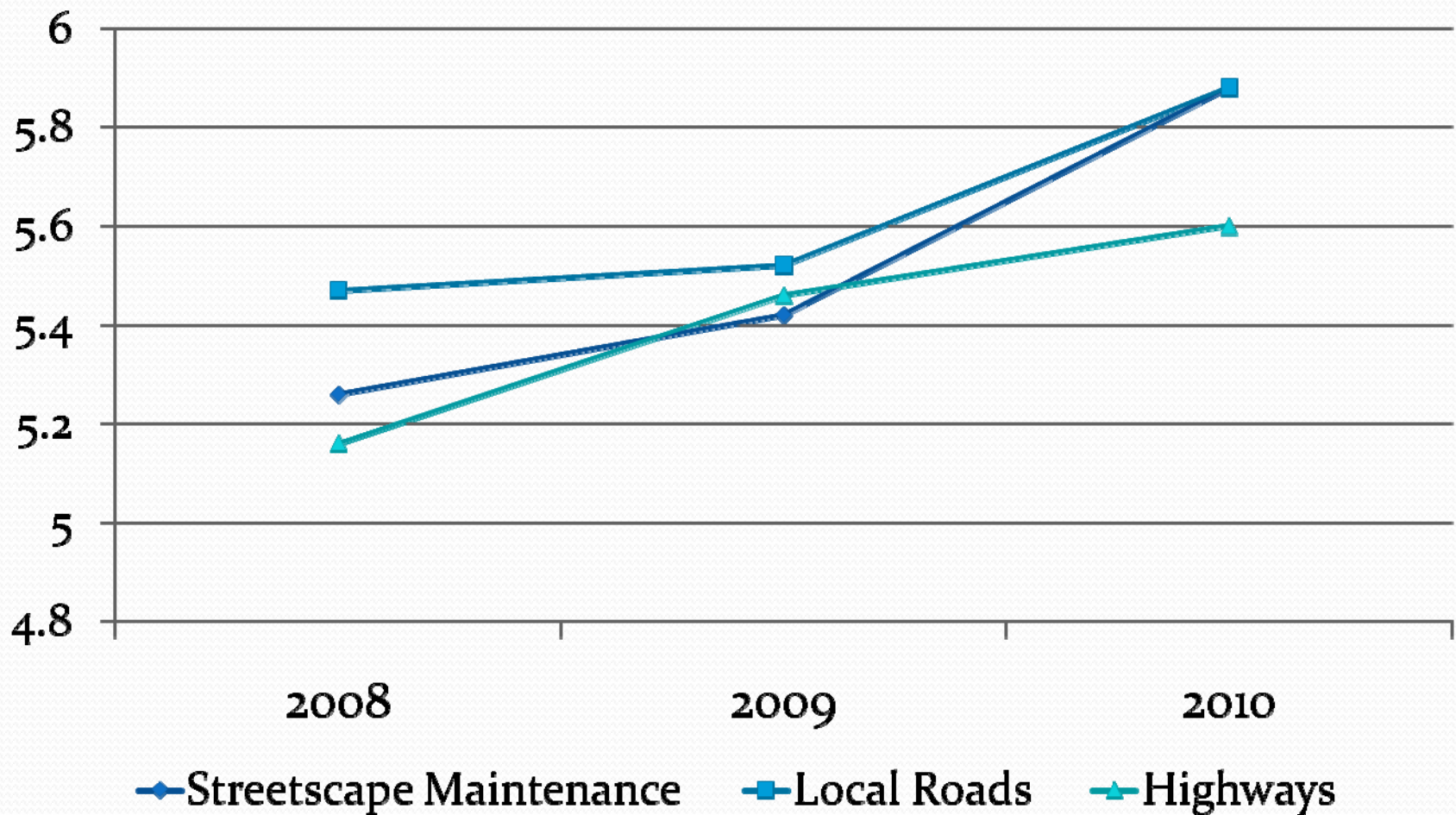
(General Business)	68%
(Industry Specific)	16%
(Employee Specific)	4%
- Positive Legislation:

(General Business)	16%
(Industry Specific)	16%
(Employee Specific)	4%

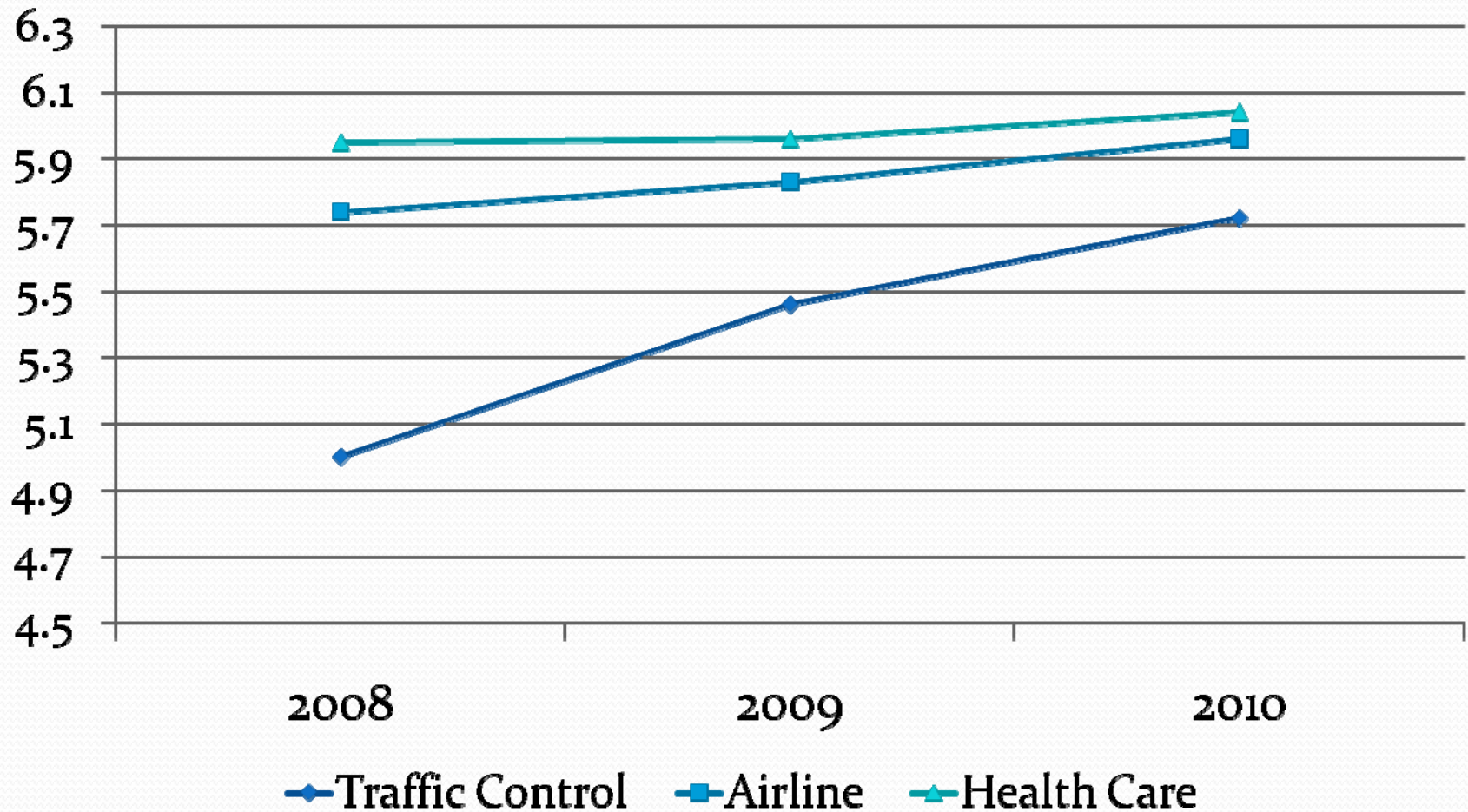
PUBLIC SERVICES EVALUATION



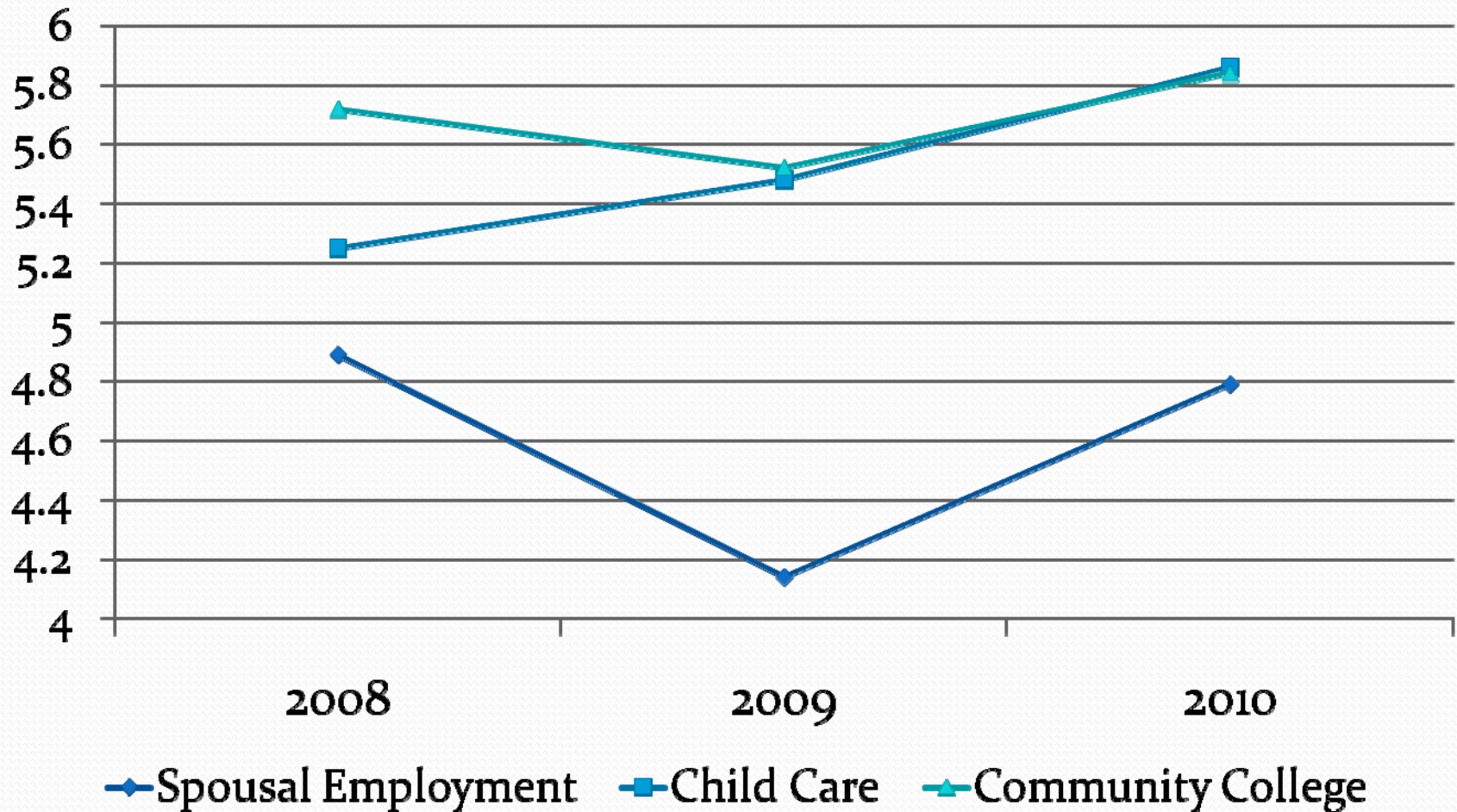
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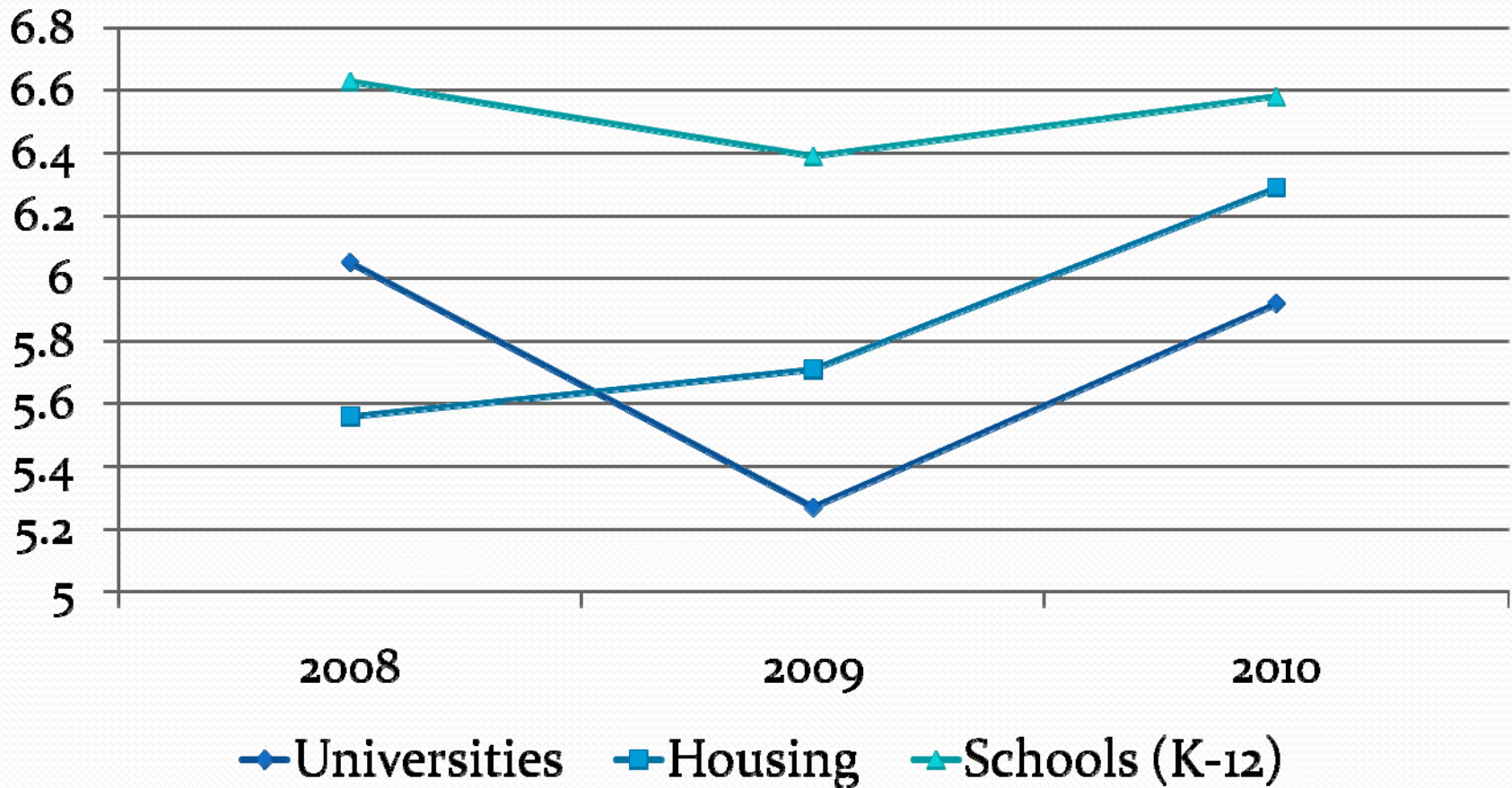
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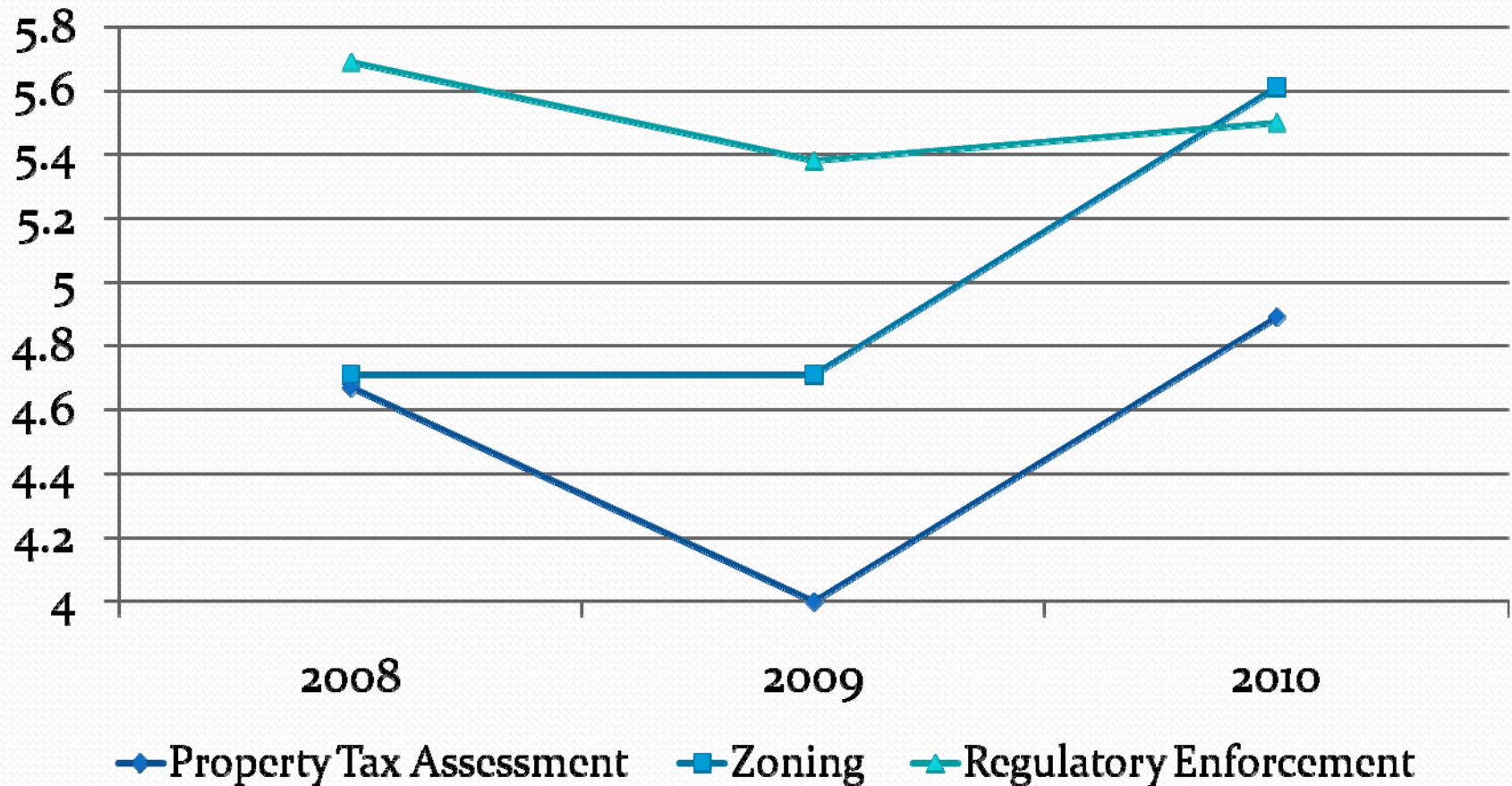
PUBLIC SERVICES EVALUATION



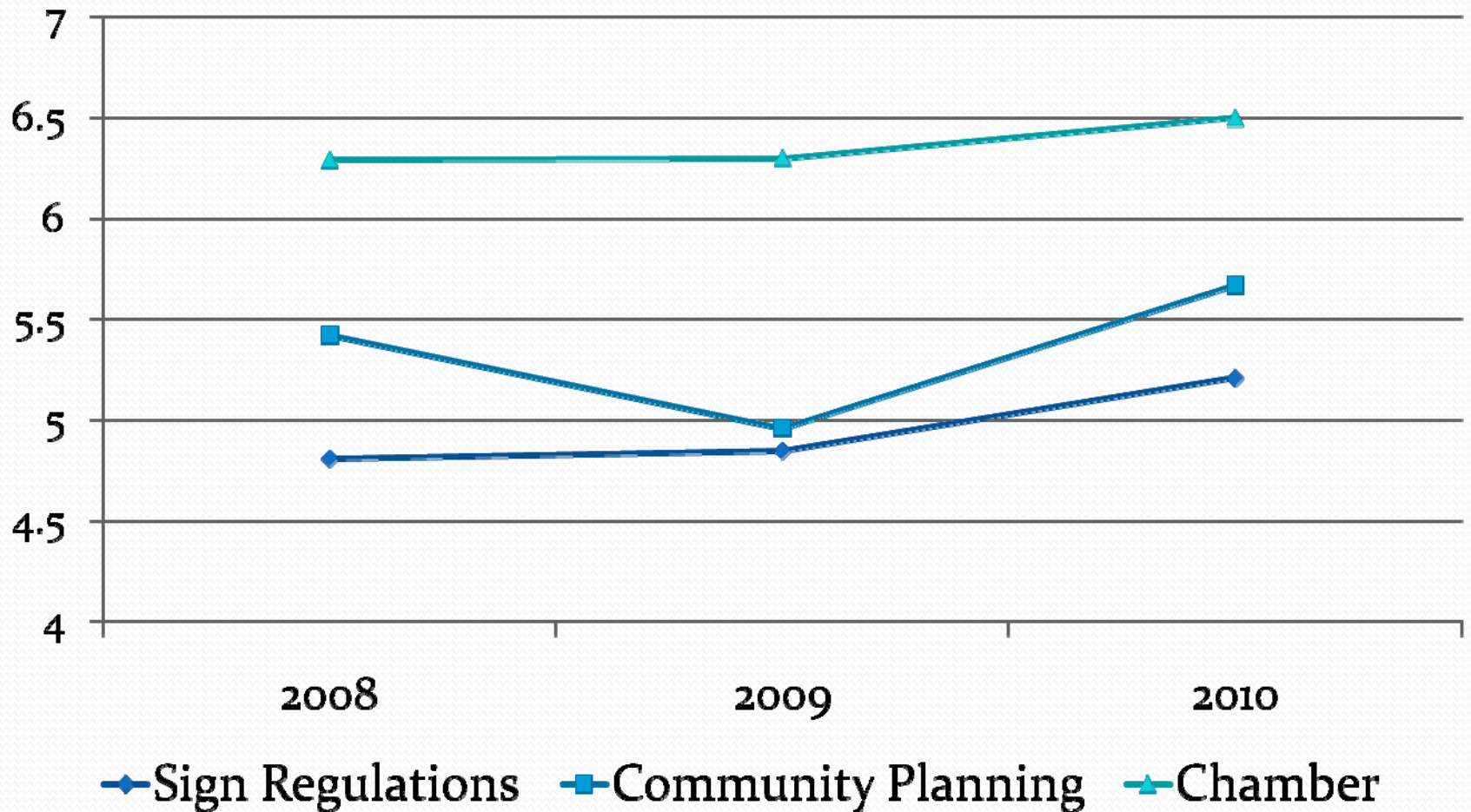
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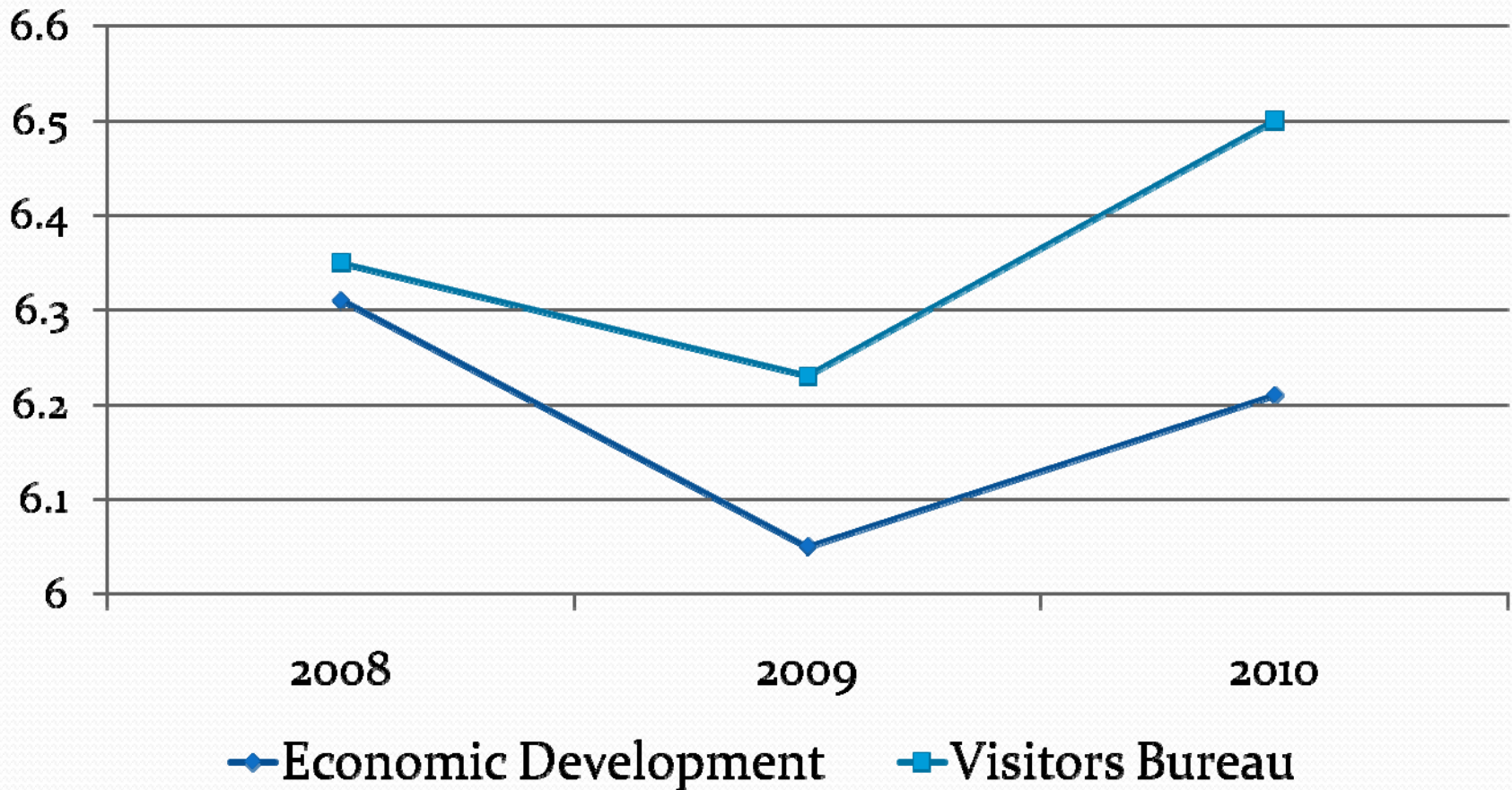
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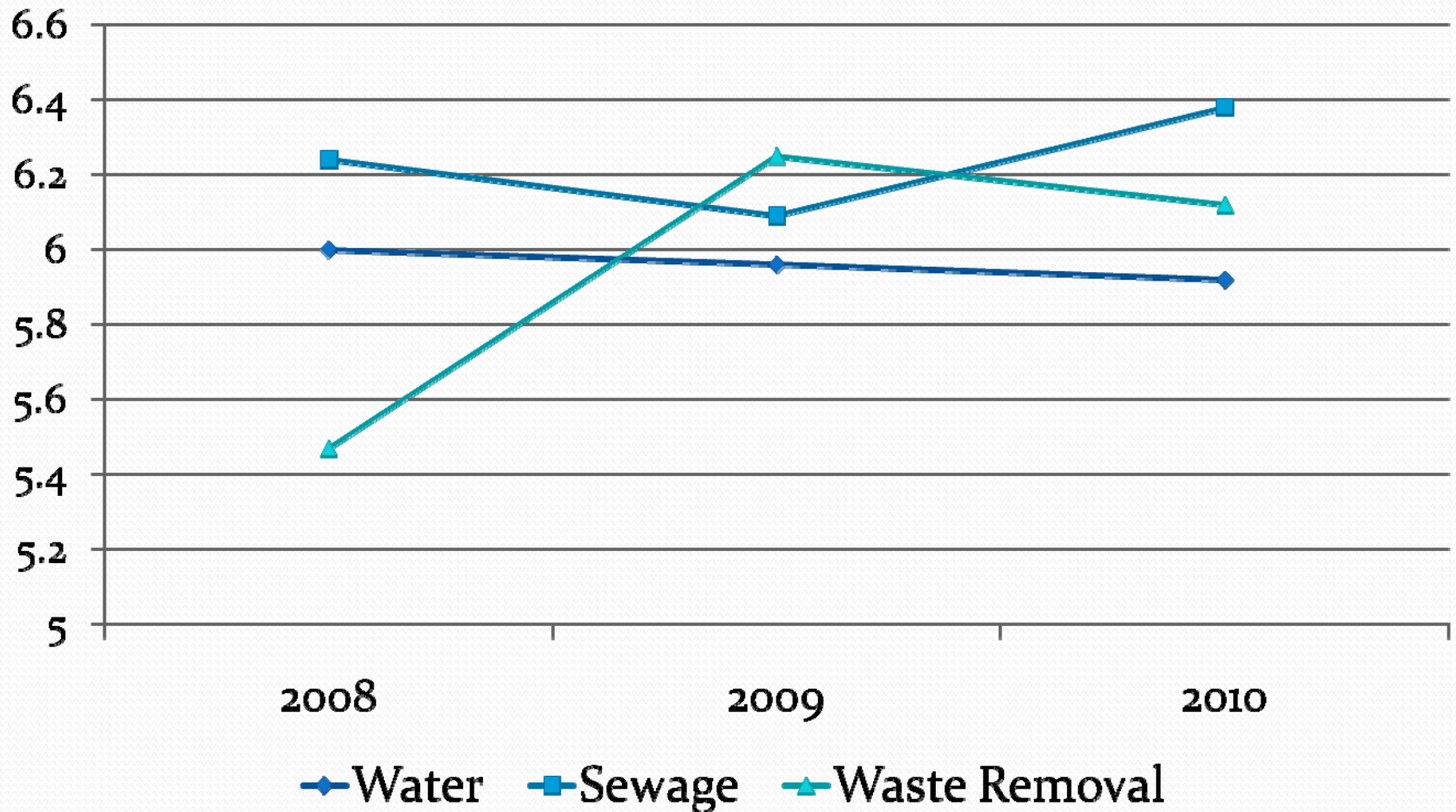
PUBLIC SERVICES EVALUATION



PUBLIC SERVICES EVALUATION



UTILITY SERVICES RATING



UTILITY SERVICES RATING

