

# PLATTE CITY ECONOMIC DEVELOPMENT PARTNERSHIP

## Action Plan

### Strategic Planning Session – February 10, 2011

#### Focus and Sequence

- I-29 Development
  - Develop local incentive package
  - Create Marketing Plan
  - Begin Recruitment

#### I-29 Development

Responsibility Lead by City

#### Goal

To ensure quality economic development in the area east of I-29 that will bring high wage jobs and additional retail opportunities for residents of Platte City to work and shop at home.

#### Strategy

Meet with land owners/developers to determine their plans, if any, for the property and their willingness to work with the city on a development plan. City will lead development of a comprehensive plan or a district overlay that will determine the layout, infrastructure, types of businesses targeted for sections of the property.

The area is the land east of I-29 roughly between exits 18 and 19. The property is privately owned and lacks most infrastructure, although the local Electric Cooperative does have a business park located to the north of the area that has some infrastructure present. Currently zoned C-2 Commercial.

#### Action Steps

1. Form Task Force to serve in an advisory capacity on the I-29 development. Sub-committees will be formed as needed and appropriate to help move the project forward.
  - a. Platte City City Administrator is responsible for forming the task force
  - b. Members will include community members, some of the Partnership members; developers will have input but perhaps not as members of the task force.
  - c. **Names of task force members will be identify by the end of February. Completed**
  - d. **Task Force will hold its first meeting by mid-April. Completed**

2. Need to define what is meant by “quality development.”
  - a. Partnership will define this, but relates to the types of businesses desired as tenants.
    - i. Some issues to consider:
      1. Topography of the land will, to some extent, determine use.
      2. Types of businesses we want – businesses that will bring good jobs to the city and will also encourage residents to shop at home.
      3. Retail on the highway frontage.
      4. Work with City to fund a comprehensive plan or district overlay.
      5. Partnership will lead the development of the plan.
      6. What is “plan B’ if the city won’t fund? Investigate funding opportunities with MARC, developers, federal agencies.
    - b. Property is currently zoned C-2 Commercial.
    - c. **Have a strategy for the development of the plan ready to present to the May City Council meeting.**
3. Contact developers and property owners (Partnership leads, Karen Wagoner coordinates)
  - a. Determine their plans or goals for the property.
  - b. Are they willing to work with the City on a development plan for the area?
  - c. Platte County EDC has had some contact with the developers; need to explore what they’ve learned.

#### Measures

- Agreement on the goals for the development of the area east of I-29.
- Plan for the development of the land.
- Platte City has “control” (e.g., agreement with land owners/developers) on the land.

Target Date for Completion: September, 2012

## Incentive Package

Responsibility School District leads, task force member to be identified

#### Goal

Create a broad array of incentives that will spur additional business and economic development in Platte City.

#### Strategy

Create a plan that outlines the incentives that will be offered, the limitations and controls on those incentives but also addresses situations when a prospect wants something that is outside of the plan.

Plan has to be something that everyone is on board with and fully supports.

#### Action Steps

1. Finalize the draft plan.
2. Form a sub-committee, headed by John Engelmann, to look at the Enhanced Enterprise Zone (EEZ).
  - a. Meet in March - **Completed**
  - b. Final EEZ plan will be somewhat dependent on what happens in the General Assembly this session with regard to state incentives and tax credits.
3. Final plan will be presented to the following groups for the review and approval:
  - a. Partnership (Chamber, EDC, etc.)
  - b. Incentive Task Force (School, other taxing entities, city)
4. Get plan approved by City Council and School Board – January, 2012.

#### Measures

- Plan is ready for review – August, 2011
- EEZ sub-committee presents its findings and recommendations for application to Department of Economic Development – January, 2011
- Partnership members review and approve plan – August, 2011
- School, other taxing entities, city approve incentive plan – January, 2012
- Final Plan is presented and approved by City Council and School Board – January, 2012
- EEZ application – TBD (*dependent on actions of General Assembly on incentive program changes*)

#### Target Date for Completion

January, 2012

## **Business Recruitment/Marketing**

Responsibility Platte County EDC leads

#### Goal

Create a comprehensive package of materials, websites, and other media, that provides a consistent message about Platte City for prospects, developers and site consultants.

#### Strategy

Platte County EDC will help and advise the City to ensure a consistent message.

## Action Steps

- Identify task force members – city, chamber, banks, healthcare; Heath Martin, Craig or Scott Laderoute were suggestions by April, 2011
- Partnership and City have to define the “product” – what are we selling? What are its’ characteristics? Why would a business want to locate here – can’t be just blue sky (e.g., “great place to live, work and play” doesn’t mean anything and every location says this). *Development of all materials is dependent on this – target March, 2012.*
- City has some materials under development. Needs to be coordinated with work done by EDC and this task force.
- The I-29 Plan and the Incentive Plan both need to be completed before the final materials can be produced. *This could take until early 2012 – what actions can occur before that?*
- Investigate opportunities in social media.
- Partnership investigates “Xceligent” (real estate database popular with real estate community)

## Measures

- Task Force Members are identified – April, 2011 – **Completed**
- Task Force hold first meeting – January, 2012
- “Product” is defined – January, 2012
- Decision on use of “Xceligent” – July, 2011 Completed
- EDC begins development of marketing materials, electronic and print, that can be used in mailings, on the website, at trade shows, etc., -- March, 2012
- Process and procedures are established to ensure information, materials, websites and other media are accurate and current – January, 2011
- Platte City buildings and sites are in Location One and current –September, 2011
- Marketing plan is presented, approved and in place – June, 2012

## Target Date

January, 2012 -- Definition of the “product” is completed

June 2012 -- marketing materials, website and other collateral products are produced and current.

## **Enlisting Community Support**

Responsibility Chamber is leading, Karen, Tina and Amy are coordinating

Strategy Presentation of the economic development strategy, by the Partnership, is schedule for May, 2011. Will address the roles of each of the partners, present some of the basic marketing materials that have been developed and the website. **Completed**

Message: we are here, we are committed and this is what we’ve accomplished so far

## Tasks

- Send invitations targeting key people in the community
- Need to find a “cool” place to hold this event
- Need to prepare placards/posters with information about the Partnership, take from the strategic planning document – “Platte City – What’s Important”.

## **Other Issues:**

### **Business Retention and Expansion**

- Chamber of Commerce leads (Karen Wagoner)
- Currently visits 25 businesses per year targeting key employers
- Using Synchronist
- Provides regular reports to City, Chamber, County and city committees

#### Goals:

- Want to get the BR&E information on the website, new website should makes this easier and more efficient
- SBTDC from St. Joseph will be conducting small business workshops
- Partnering with other chambers in the county to identify topics for joint workshops and training events
- Developing a training calendar