



To attract and retain business by partnering with allies to create and market a high quality of life, pro-business community.

LSEDC STRATEGIC DIRECTION FY 2008-2009

GOAL #1: INCREASE COMMUNITY COMPETITIVENESS THROUGH PRODUCT IMPROVEMENT

Objective: *LSEDC will facilitate and collaborate in public discourse on growth and development issues affecting our competitive position.*

By engaging in a civic dialogue, we help build the consensus for public and private actions that create a truly high quality of life community. Examples of issues needing continued community dialogue include: redevelopment of commercial areas to enhance assessed value, airport safety and expansion, housing choices, infrastructure financing for roads, rights of way landscaping and median improvements, arts and culture, balancing the costs of residential growth with increased commercial land use, enhancing the opportunity for city/school partnerships, annexation, increasing the readiness for Mormon property's development, and partnering for economic development related legislation in Jefferson City.

Measures of Accomplishment

1. Partner in developing and implementing the mechanism for conducting a civil community dialogue on the identified issue(s). Facilitate the production and dissemination of relevant research. Actively work with Eastland Community Foundation and City Strategic Planning efforts such as 21st Century Plan.
2. Identify and promote infrastructure related projects (roads, medians, rights of way, enhanced landscaping).
3. Identify and promote redevelopment projects in the downtown and deteriorating commercial areas, especially those at critical highly trafficked interchanges.

GOAL # 2 RETAIN AND EXPAND EXISTING BUSINESSES

Objective: *Address existing business needs by working with community partners.*

LSEDC must be proactive in developing programs and services responsive to the needs of those existing "basic" businesses which bring new money, high assessed valuation and higher paying jobs to our community. Community level and regional retail is a basic industry in those instances when new money is attracted to the community or existing retail leakages are contained. LSEDC needs to enlist its investors and allies such as Aquila, AT&T, MGE, the chamber, the city, UCM, Longview Community College, MCC's Business and Technology Center and the public school districts in solving identified problems and concerns. Lee's Summit's Valued Industry Program (VIP) business visitation program should continue to collect corporate information and provide tailor made assistance where needed.

Measures of Accomplishment:

1. Visit employers and administer the Synchronist Business Retention Survey Questionnaire for the VIP Program
2. Prepare and release a report based on the aggregate findings from the interviews
3. Visited employers are surveyed and are satisfied with the follow up, if any was needed.
4. Make recommendations for action based on the aggregate findings and needs

GOAL # 3 ATTRACT TARGETED, HIGHER PAYING INDUSTRY

Objective: *LSEDC will be a leader in the metropolitan area attracting higher paying, quality targeted industries that contribute to the tax base.*

Lee's Summit offers an appealing combination of reasonable operating costs and attractive operating conditions. We must relentlessly sell our competitive strengths and work to remediate our weaknesses through a community product improvement agenda. We must network more by forging stronger alliances and personal relationships with the Missouri Department of Economic Development, the Kansas City Area Development Council, the Eastern Jackson County Marketing Alliance and regional real estate service providers such as architects, brokers and developers. We should aggressively seek state incentive programs since few are available. In addition, Lee's Summit should be more visible in the media to metro area site seekers and decision makers. And with regards to our weaknesses, they need to be better understood and remedied via concerted public and private actions in the community product improvement arena. Of special significance is the availability and quality of higher end office and business park space in comparison to our competitors. Anecdotal evidence suggests that we need to create more upscale office and business park space whose quality and amenities are commensurate with the expectations of a well educated and affluent employer population.

Measures of Accomplishment

1. Number and income level of new jobs created.
2. Capital and leasehold investment of new firms.
3. Continuous marketing improvement practices based on learning from our wins and losses.

GOAL # 4: GENERATE A POSITIVE COMMUNITY IMAGE

Objective: *Lee's Summit's accomplishments and positive business climate will be in the news.*

Business and opinion leaders are beginning to view Lee's Summit as a desirable community. In their minds, the community's amenities and quality of life, while appreciated, do not compare as favorably to those of Johnson County and other "in" locations. Lee's Summit needs to counter these impressions by increasing its visibility and image. Lee's Summit's branding campaign must be implemented by a multi-agency, cohesive brand identity which merchandises the community in accord with the findings of the branding study recommendations.

Measures of Accomplishment

1. LSEDC will be an active partner in implementing the City's and Chamber's branding initiative.
2. Number of incidents and ad equivalent value of positive coverage in the metro press

EDC CORE STAFF CAPABILITIES TO ACHIEVE OBJECTIVES

1. Adequate consulting budget to outsource research and analysis to qualified consultants.
2. Ability to communicate the importance of economic and community development across stakeholder interests.
3. Ability to build relationships to partner with allies sharing similar goals and objectives.
4. Ability to facilitate concerted actions in areas of mutual concern.
5. Flexibility to adapt and to respond quickly.
6. Consensus building and facilitation skills
7. Understanding of and communication of national and regional issues affecting Lee's Summit
8. Credibility as a neutral, third party seeking the "common good" for the community.

EDC BOARD CAPABILITIES TO ACHIEVE OBJECTIVES

1. Be engaged and participatory at the policy level of LSEDC.
2. Ability to let the staff implement the board direction without micro managing.
3. Be willing to enter the civic dialogue, political and legislative process.
4. Maintain and enhance the public and private financial support.
5. Speak with one voice.