



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

LSEDC STRATEGIC DIRECTION FY 2011-2012

GOAL #1: INCREASE COMMUNITY COMPETITIVENESS THROUGH PRODUCT IMPROVEMENT

Objective: *LSEDC will collaborate with elected officials, the schools, community leaders and citizens to facilitate implementation of the Lee's Summit 360 Strategic Plan Economic Development Key Performance Area (KPA) objectives and the adopted 2011 City Council Economic Development and Redevelopment Management Action Plans.*

Examples of actionable issues in the 360 Strategic Plan and City Council Goals include: creating innovative programs, actions and processes for development and redevelopment of land and buildings to enhance the non-residential tax base, pursuing innovative financing alternatives, linking the arts and culture to economic development to attract knowledge workers and the creative class, and partnering regionally to improve and attract investment in Eastern Jackson County.

Measure of Accomplishment

1. Active staff collaboration with community development stakeholders and allies such as the Economic Development KPA Implementation Committee, Show Me Angels, the Lee's Summit Civic Roundtable, Municipal Building Authority, Lee's Summit Chamber of Commerce, Downtown Lee's Summit Main Street, Lee's Summit Commercial Realtors Roundtable, and the CEO-only Lee's Summit Gateway Business Alliance.
2. Document examples of collaborative efforts with the city staff and City Council to achieve the adopted City Council Economic and Redevelopment Goals and Priorities adopted in 2011.

GOAL # 2 EXISTING BUSINESS RETENTION AND EXPANSION

Objective: *Help retain and expand "basic" industries which contribute to the local tax base.*

LSEDC must be proactive in identifying or developing programs, services, and allies responsive to the needs of those existing "basic" businesses which bring new money, high assessed valuation and higher paying jobs to our community.

Measures of Accomplishment:

1. Regularly visit basic employers and administer the Synchronist Business Retention Survey Questionnaire as part of LSEDC's biennial VIP Business Interview Program.
2. Document identified needs, assistance and soft services and follow up as required.
3. Number of jobs retained or created.
4. The amount of capital or leasehold investment retained or expanded.
5. Recommendations to policy makers for action based on the aggregate findings and needs

GOAL # 3 ATTRACT TARGETED, HIGHER PAYING INDUSTRY

Objective: *Attract higher paying jobs and capital investment which expand the city's tax base.*

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 strategic partners such as 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 and use incentive programs. We should better understand our weaknesses in order to remedy them 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 and downtown living space in comparison to our competitors. Anecdotal evidence suggests that we need to create more upscale employment environments whose quality and amenities are meeting the expectations of a well educated and affluent employer population.

Measures of Accomplishment

1. Number and income level of new jobs created by companies assisted
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 is regarded as being pro business and a desirable investment location for development and redevelopment.*

Lee's Summit should be more visible in the media to metro area site seekers and decision makers. Lee's Summit should be viewed as the preferred community in which to live, work, play, and learn. Lee's Summit still lags in image appeal to the Johnson County, which has had an image-making program for many years. Lee's Summit needs to counter these impressions by increasing its visibility and image by embracing and merchandising the upcoming cohesive branding campaign.

Measures of Accomplishment

1. Active involvement with community branding initiatives
2. Conduct an annual customer satisfaction survey of LSEDC investors, allies and customers.
3. Make improvements and adjustments if warranted.
4. Number of incidents and ad equivalent value of positive coverage in the metro press.

EDC CORE STAFF CAPABILITIES TO ACHIEVE OBJECTIVES

1. Adequate operating budget to execute LSEDC's adopted Strategic Direction.
2. Ability to communicate the importance of development and redevelopment to stakeholders.
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.