

Leavenworth County Development Corporation (LCDC) 2009 Program of Work

Comments from the Chairman:

Leavenworth County Development Corporation (LCDC) serves as the primary countywide economic development organization for Leavenworth County. LCDC (and its predecessor, Leavenworth Area Development) has served in that role since 1981 with a focus on facilitating job growth for our residents and growing the local tax base. This effort aids in the expansion of local businesses and works to bring new business to our county and its communities. LCDC primarily targets manufacturing, distribution and national or regional service industries as its core businesses.

This non-profit organization utilizes public funding through annual contributions by the county and cities as well as private sector support to promote and enhance the economic vitality of Leavenworth County. Additionally, LCDC works closely with another of its funding partners, Leavenworth County Port Authority, in maintaining and marketing two industrial parks and in the exploration of additional development opportunities throughout the county.

A dedicated group of volunteers continue to carry on the tradition of the organization's founders by working tirelessly to improve economic opportunities for the citizens in Leavenworth County. These volunteers work with a talented, professional staff of three to advocate for business interests and facilitate the creation of jobs and capital investment. This effort is a collaborative one in which our economic development partners work with LCDC together to create a positive business climate which fosters growth and development.

Our investors, our partners and the citizens of Leavenworth County have a common purpose in making our county a great place to work and live. For nearly three decades, LCDC has brought the ability to pull people together for this purpose. And working together is the best approach for success in 2009.

Chuck Peterson - 2009 LCDC Board Chairman

Vision for the Organization:

The Corporation will play a key role for the entire Leavenworth County by helping existing companies expand their operations and partnering with new businesses interested in locating in the County, thus creating new quality jobs, quality incomes, a stable tax base and a positive impression of the overall business climate in Leavenworth County.

Mission of the Organization:

Coordinate and facilitate the retention, expansion and attraction of primary businesses within Leavenworth County.

Character of the Work Program:

A direct, aggressive, proactive program of work to accomplish the objectives laid out in the Strategic Plan and the needs suggested by the members of the organization.

Coordination, Communication & Cooperation

Leavenworth County Development Corporation provides a solid platform from which the economic future of the county can be discussed and coordinated.

The effort made by this organization will provide a strong foundation on which each business and community can reach their full potential. In order to accomplish our goals and objectives coordination, communication and cooperation must be practiced in all facets of the organization.

Leavenworth County Development Corporation works closely with the following entities, organizations and individuals to enhance the economic opportunities of the county.

Local:

- a. Leavenworth County
- b. Leavenworth County Port Authority
- c. Cities of Basehor, Easton, Lansing, Leavenworth, Linwood, Tonganoxie
- d. Chambers of Commerce in Basehor, Leavenworth/Lansing, Tonganoxie
- e. Leavenworth Main Street Inc.
- f. Lansing and Leavenworth CVB's
- g. Leavenworth County School Districts
- h. Local Utility Providers
- i. Local Business Owners/Operators

Regional:

- a. Workforce Partnership
- b. Kansas City Kansas Community College
- c. Mid-America Regional Council
- d. Kansas City Area Development Council
- e. Economic Development Organizations in the Greater Kansas City Area

State:

- a. Kansas Department of Commerce
- b. Small Business Development Center
- c. Representatives in Kansas Senate and House
- d. Kansas Economic Development Alliance

National:

- a. U.S. Senators and Representatives
- b. U.S. Department of Transportation
- c. International Economic Development Council

LCDC will work hard to foster coordination, communication and cooperation between itself and these partner entities, organizations and individuals by:

- (1) Providing regular feedback via:
 - website updates
 - presentations
 - personal visits
 - newsletter
 - monthly meeting minutes
- (2) Continuously analyzing, strategizing and implementing new ideas, formats and programs to simplify the economic development process and enhance the economic condition of the county.
- (3) Expanding current relationships and forging new ones with prospects, investors and members in an effort to grow the organization and expand opportunities for taking Leavenworth County's message to the world.

Action Steps:

Use an open, inclusive and ethical approach when working with or responding to our members and community partners. Review of such measures shall be completed through quarterly updates, board meetings, existing business surveys and membership forums.

1. Set a consistent, complete and comprehensive presentation of activity for members and community partners.
2. Produce, when applicable, a list of steps LCDC may use to assist with recruitment and expansion of business.
3. Analyze and study the needs of the members in an effort to continually look for ways to improve services.

Existing Business, Retention & Expansion

The foundation of a strong economy in Leavenworth County lies within its existing business community. Most job growth comes from these existing businesses, and no business recruitment effort can be successful without a base of strong, healthy and growing existing businesses. In recognition of the importance of existing businesses, LCDC will make as one of its key goals the implementation of an ongoing strong business retention and expansion program.

LCDC will be producing quarterly and annual reports to show results from existing business visits. These reports will show feedback from local businesses regarding workforce issues, business growth, market related issues and attitudes toward community services and doing business in Leavenworth County.

To better facilitate retention and growth within the existing business community, LCDC will be increasing the number of visits to existing businesses to over 100 per year. LCDC will present a more complete array of resources to existing businesses and will collect better data on local business trends and needs and will provide better reporting to economic development partners and elected officials.

LCDC staff will work with a Business Retention and Expansion taskforce to develop any special strategies to meet the needs of the local business community.

Action Steps:

1. Conduct existing business surveys to provide personal interaction and determine needs/priorities of our local business representatives.
2. Produce quarterly and annual reports showing results of meetings with existing businesses.
3. Monitor local, county, state and federal legislation and regulatory actions related to existing business.
4. Develop and maintain relationships with potential funding assistance for existing business expansion and retention efforts.
5. Maintain relationships with all leading metro organizations, committees and representatives associated with existing business.
6. Identify issues related to existing business that may directly affect the development of our local communities and county while providing guidance or comments to assist the process.
7. Recognize existing businesses through the annual "Business & Industry Appreciation Banquet."

Marketing and Business Recruitment

LCDC will continue to work with the Kansas City Area Development Council and the Kansas Department of Commerce in attracting new businesses to Leavenworth County and will work to increase direct outreach to the development community in the Kansas City area. LCDC will also continue to work with the Leavenworth County Port Authority to identify available land and property for potential projects.

LCDC will continue to market Leavenworth County as a great place to raise a family and grow a business.

An actionable communication marketing program will be designed to provide staff the necessary tools to implement an effect outreach program within available resources. The marketing program will include collateral marketing materials, website upgrades, brand positioning and direct mail projects.

Action Steps:

1. Identify a marketing firm through an RFP process to refine our marketing brand, produce brochures, develop a direct mail program and further develop LCDC's website in order to better market the region and the governmental bodies located within it.
2. Invest in membership in the Kansas City Area Development Council.
3. Participate in the business recruitment activities of the Kansas City Area Development Council and the Kansas Department of Commerce.
4. Update and maintain Leavenworth County building and sites in the LocationOne database and website.
5. Continue to collect and catalog timely and accurate facts and information, employer's testimonials and competitive cost comparison information.
6. Facilitate the coordination of effective communication and marketing tools among LCDC members, committees and staff including e-mails, quarterly reports and updates, and the Annual Report.
7. Produce regular reports showing prospect activity and results.

Executive Committee Program of Work

Committee Chair: Chuck Peterson - President

Participating Members:

Tony Kramer – Immediate Past President

Mike Nixon – Vice President

Dean Weddum – Treasurer

David Schroeder – At-Large Member

NOTE: All Executive Committee appointments are subject to Full Board approval

Meeting Date: 4th Friday of each Month (special meeting(s) when applicable)

Meeting Time: 12:00 p.m.

Meeting Place: LCDC Offices – 1294 Eisenhower (unless otherwise noted)

Staff Liaison: Steve Jack - LCDC Executive Director

Focusing Strategy:

The LCDC Executive Committee works to assure the proper management of LCDC and that the Program of Work for Economic Development in Leavenworth County is properly followed. The Executive Committee consisting of the Immediate Past-President, President, Vice-President, Secretary, Treasurer and one At-Large member, is a group of dedicated volunteers working to insure the economic success of Leavenworth County.

Goal:

To serve Leavenworth County Development Corporation and Leavenworth County by ensuring that the organization is successfully assisting existing companies and recruiting new economic opportunities to the county.

Objectives:

1. Facilitate an integrated approach to economic development in the county.
2. Maximize and market the region's comparative and competitive advantages.
3. Enhance current projects to maximize their potential and outcome.
4. Create better opportunities for coordination, cooperation and communication among members, agencies and industry sectors.
5. Help to set a framework from which the organization can maintain a common vision.
6. Coordinate and conduct full membership and board of director meetings as outlined in the organizational bylaws.
7. Oversee, coordinate and provide staff with input related to all of the LCDC committees and activities.
8. Promote good public relations for LCDC by serving on service clubs and participating in community activities.
9. When applicable, attend community and business related meetings representing LCDC.
10. Monitor local, county, state and federal discussion/legislation and the action being taken as it relates to LCDC membership and the development of the county.
11. Develop and grow relationships with potential entities in an effort to help aid in the purpose of the organization.

12. Offer recommendations and action steps to LCDC committees and task forces regarding their specific area of focus.
13. When necessary, develop or reorganize LCDC committees and taskforces to focus on projects and areas that need special attention.

Action Steps:

1. Work to communicate a common vision to the Board of Directors and committees.
2. Work with the Executive Director to consistently remain current and consistent on items such as:
 - job descriptions
 - employee evaluations
 - benefit package(s)
 - office needs
 - objectives of the organization / bylaws
 - new leadership within the organization
 - vision for the future of the organization
3. Provide Quarterly Updates to County and City Commissions and Councils.
4. Sponsor two discussion events during the year with elected city and county officials.
5. Focus specific attention on growing the investment of public and private membership as well as opening up networking opportunities to increase the merit of membership.
6. Assist in the development of and work to Monitor and Enhance the:
 - Program of Work
 - Budget
 - Membership/Leadership Structure
7. Make recommendations to LCDC staff on ways to enhance the day-to-day and long-term operations of the organization.
8. Establish committee(s)/task force(s) when applicable to assure proper organizational dedication and alignment on issues.
9. Continue to grow the opportunities for communication between LCDC and its funding sources and communities.

10. Foster cooperation between the county and its communities regarding planning issues, code enforcement, land use and growth area concerns.

Infrastructure Committee Program of Work

Committee Chair:

Vice-Chair:

Meeting Date: 4th Tuesday of each Month (special task force meeting(s) when applicable)

Meeting Time: 3:00 p.m.

Meeting Place: LCDC office (1294 Eisenhower) (unless otherwise noted)

Staff Liaison: Steve Jack – LCDC Executive Director

Annual Budget Allocation: \$2,500.00

Focusing Strategy:

The Leavenworth County Development Corporation (LCDC) Infrastructure Committee is the organization's voice as it relates to the planning, coordinating and implementation of concepts, ideas and proposals to the LCDC Board related to the following goals and objectives. The Infrastructure Committee is a group of dedicated volunteers who coordinate with allied organizations in an effort to monitor issues that affect the economic condition of Leavenworth County.

Goal:

To serve LCDC and Leavenworth County by supporting transportation planning, quality utility services and a clean environment that meet the present and future needs of our local businesses. Infrastructure issues cover areas related to highways, rail, air, water, trails and utilities and can be regional, countywide and local in scope.

Objectives:

1. Monitor local, county, state and federal legislation and regulations related to infrastructure.
2. Offer recommendations and action steps to the LCDC Board of Directors regarding infrastructure issues.

3. Develop and maintain relationships with entities involved in funding infrastructure projects and encourage community coordination and application for funding opportunities.
4. Support local requests for state and/or federal funding for community infrastructure projects.
5. Encourage governmental entities within the county to continue an annual process for planning capital improvements and to allocate an appropriate portion of revenue to infrastructure projects.
6. Identify issues related to infrastructure that may directly affect the development of our local communities and county while providing guidance or comments to assist the process.
7. Work to coordinate community comprehensive and capital improvement planning efforts with existing funding opportunities and to encourage cooperative planning efforts between and among the communities and county.
8. Maintain and expand the opportunity for speakers to share and discuss infrastructure issues affecting economic development in Leavenworth County.
9. Focus specific attention on important or timely projects through the development of infrastructure task forces when necessary.
10. Communicate with leading metro infrastructure committees, organizations and representatives including but not limited to KDOT, MDOT and MARC, and promote Leavenworth County participation in related meetings, events, subcommittee opportunities and governmental boards.

Action Steps:

1. Support discussion of infrastructure-related issues through monthly committee meetings and the development of and participation in public/private forums.
2. Coordinate and organize an annual trip for city and county officials to Washington, D.C. to update our congressional delegation on infrastructure needs.
3. Develop and maintain relationships with federal, state and local entities involved in funding infrastructure projects through regular communication and encourage community coordination and application for those funding opportunities through updates and reports.

4. Participate through meetings and communication in major transportation initiatives including T-LINK and the development of the state's new transportation program, KDOT's 5-County Transportation Study, MARC's Long-Range Transportation Plan (Transportation Outlook 2040) and the next federal transportation authorization.
5. Support the Leavenworth County Air & Business Park Committee in its work to explore the possibility of a new regional airport and industrial park, and provide input when necessary.
6. Facilitate communication among the Leavenworth County Port Authority, the LCPA Land Search Committee, and the Leavenworth County Air & Business Park Committee through committee reports.
7. Promote initiatives that better link Leavenworth County with I-29 and I-435, including improvements to McIntyre Road from K-7 to I-435 at the Wolcott Interchange and the K-92 Bridge over the Missouri River, by communication with representatives from Wyandotte County, Platte County and our state and congressional delegation.
8. Support East/West & North/South County Arterials initiatives such as the West Bypass Project designed to create a loop from McIntyre Road at K-7 along 30th Street Trafficway to K-92 through communication with potential federal, state and local funding entities.
9. Facilitate communication among all utility providers throughout the county through joint meetings and the promotion of countywide planning for water, fire protection, wastewater/sewer and stormwater.
10. Assist LCDC business recruitment efforts by working with utilities to better identify the location of utilities near potential industrial parcels.
11. Continue to encourage and facilitate partnerships with neighboring counties, including working with Wyandotte County and KDOT on planning development along the K-7 corridor.
12. Support initiatives to open up rail access in Leavenworth County through updates and communication with the Union Pacific when appropriate.
13. Support steps to sustain and improve the quality of life in Leavenworth County through the promotion of intercommunity trail/park connectivity.

Membership Committee Program of Work

Committee Chair: Brian Habjan

Committee Vice-Chair: Cindy Dunn

Meeting Date: 2nd Tuesday of each month

Meeting Time: 8:00 a.m.

Meeting Place: LCDC Offices – 1294 Eisenhower (unless otherwise noted)

Staff Liaison: Victoria Rowley – LCDC Economic Development Coordinator

Annual Budget Allocation: \$2,000.00

Focusing Strategy:

The LCDC Membership Committee works to grow the membership/investor base of Leavenworth County Development Corporation. The Committee also visions, develops and coordinates events that work to provide networking opportunities to all those who are investors in LCDC and that are working each day to insure the economic success of Leavenworth County.

Goal:

To serve Leavenworth County Development Corporation and Leavenworth County by ensuring that the organization is communicating its message to the public and growing its public and private membership/investor base.

Objectives:

1. Increase and strengthen the LCDC membership base through recruitment of new and further development of current members.
2. Work to diversify the membership bringing in investment from both local and regional perspectives.
3. Use current and create new avenues with which the organization can communicate with members and non members of LCDC.
4. Improve the marketing, recognition, and promotion of those who invest in LCDC.
5. Institute a well developed, long term campaign the organization can use to grow our stake in the regional ED marketplace.

6. Find new avenues that will allow those who are LCDC members to network with others in the organization.
7. Provide training and education opportunities/materials for those who are currently or are interested in becoming members of the organization.

Action Steps:

1. Increase the number of new members and maintain a 90% retention level of existing members with the goal of increasing overall private sector financial support by 10%.
2. Develop and distribute a new member orientation program/packet which works to educate value of being an LCDC member.
3. Evaluate the current membership grid/schedule and consider ways to improve its ability to increase financial opportunities.
4. Improve the benefits of membership in an effort to demonstrate increased merit of investment.
5. Consider new alternatives for growing membership (i.e. discounts, ladder investments, long term commitments, etc.)
6. Increase communication and correspondence with members at time of and after renewal to the organization.
7. Target membership from those who directly receive the benefits of the organization.

Top 10 reasons to join LCDC

1. Help grow the tax base
2. Assist with guiding the future of the county
3. Business resources and assistance
4. Knowledge and connectivity of staff
5. Education
6. Advocacy
7. Networking/Connections
8. Credibility associated with the organization
9. Visibility
10. Special Events/Forums