

MARKETING

Update...

December 2017

Jim McKenna, Community Marketing Director



LEE'S SUMMIT
COMMUNITY MARKETING

Target Audience

- **BUSINESSES**...looking to expand, invest, start-up or relocate to Lee's Summit.
- **VISITORS**...from neighboring communities, greater KC area and regional drive markets.
- **RESIDENTS**...who call Lee's Summit home, plus those who choose to work in our community.



LEE'S SUMMIT
COMMUNITY MARKETING

Our Goal

Allocate available marketing resources in the most efficient and effective manner.



LEE'S SUMMIT
COMMUNITY MARKETING

Collaborative Partners

- **1,000+** Chamber Members
 - **125** EDC Investors
- **300** Downtown Businesses & Investors
 - **100** Private Sector Businesses



LEE'S SUMMIT
COMMUNITY MARKETING

Marketing & Media Clout

Our centralized marketing and media efforts have allowed us to increase our media buying power through negotiated **“city rates,”** which remain significantly lower than those who choose to go it alone.



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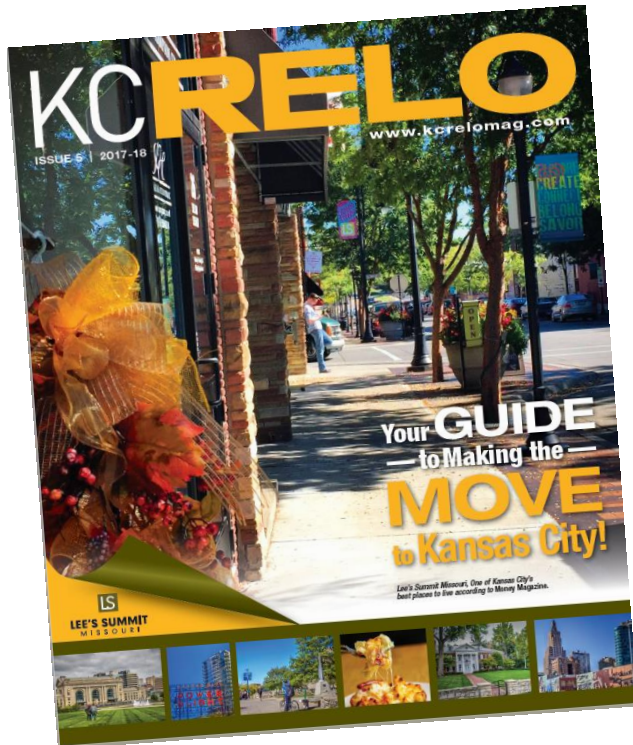
MARKETING *Snapshot...*

July-December 2017



LEE'S SUMMIT
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KC Relo Magazine



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Economic Development

- KC Options Magazine
- Outdoor Boards
- Kansas City Business Journal
- “Crane Watch” Digital
- Royals Radio Network
- MetroWire Media



LEE'S SUMMIT
COMMUNITY MARKETING

Development Center

Visit LSmeansbusiness.net for info

At Your Service...

Subscribing to the belief that tomorrow's economic growth demands smarter forward thinking (and doing) today, the City of Lee's Summit introduced the Business and Development Center. A first-of-its-kind "convergence service" makes the business and development process a whole lot easier from start to finish.

Maybe that's why Lee's Summit's rating as a "place to conduct business" is now 12.8 times higher than the national average by both entrepreneurs and CEOs. But don't just take our word for it, come see what we can do for you and your business.

Yours Truly,

LS DEVELOPMENT CENTER
LEE'S SUMMIT



Business ACCELERATED

Speed up the planning process, cut the red tape and jump-start your business with the help of the Lee's Summit Development Center. Our environment defines the concept of "business as usual" with a first-of-its-kind convergence service to guide and assist you through the development process from start to finish.

Let's put our heads together and see how our team can put our resources to work for you. Whether you're looking to relocate, expand or tap into your entrepreneurial spirit, our collaborative community approach will help your business take root and prosper.

- ✓ Building Permits
- ✓ Inspections
- ✓ Engineering Review
- ✓ Special Use & Events
- ✓ Contractor Licensing
- ✓ Sign Permits
- ✓ Planning & Zoning
- ✓ Development Incentives
- ✓ Business Licensing

Yours Truly,
LS DEVELOPMENT CENTER
LEE'S SUMMIT

LSmeansbusiness.net | 816.969.1200

- Kansas City Business Journal Book of Lists
- "Crane Watch" Digital
- Royals Radio Network
- MetroWire Media
- KCBJ Weekly

KANSAS CITY BUSINESS JOURNAL

Crane Watch: Get a look at local development

INDUSTRIES & TOPICS | NEWS | LISTS & AWARDS | PEOPLE & COMPANIES | EVENTS | MORE...

Business ACCELERATED

LS DEVELOPMENT CENTER LEE'S SUMMIT

Crane Watch: What's being built in KC area

Our interactive map puts the metrowide development scene in context and lets you look up information on new construction and development projects.

[View the Map](#)





Downtown Lee's Summit

- Live Radio Remotes & Schedules on 106.5 & 99.7 for Small Business Saturday, Summit Art Festival & Mayor's Tree Lighting
- TV Segments on KC Live for Downtown Merchants
- Event promotion in KC Parent & Going Places Magazine



LEE'S SUMMIT
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Chamber of Commerce



- Outdoor Boards
- Royals Radio Network
- Digitally Targeted Banners & Geofencing
- Live Radio Remote



Lee's Summit Tourism

- KC Parent & Going Places
- Digitally Targeted Banners & Geofencing
- Royals Radio Network
- MO Travel Publications
- Visit KC Print & Digital
- Outdoor Boards
- Social Media Partnerships
- Lee's Summit Merchandise



Community Marketing Partners



POWELL GARDENS



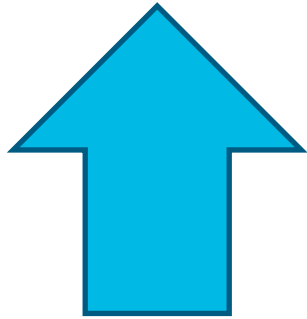
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COMMUNITY MARKETING

Measuring Results

- Value-added and no charge media remain a **5 to 1 ratio**
- Royals Radio Network reaches an average of **951,360 listeners** per game
- Oktoberfest digital ads tracked **74,090 unique visitors** during the festival, capturing demos

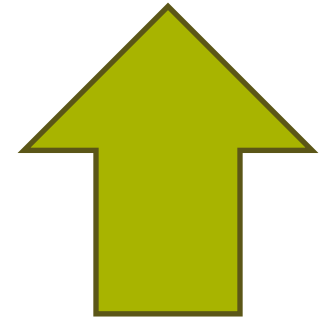


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Bed Tax

15.5% Increase
(vs. last year)



Sales Tax

4.95% Increase
(vs. last year)



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What's Next: Sneak Peek



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MISSOURI

Hometown Partner of the Kansas City Royals

Hometown Partnership



LIVE
your dream...

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MISSOURI

Hometown Partner of the Kansas City Royals



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QUESTIONS?

THANK YOU

Yours Truly, James E. McKenna



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