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The Future of Economic Development in Lee's Summit | Design Sprint Participant Guidebook

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Submitted to

City of Lee's Summit



Submitted by



Economic Development 101

According to the International Economic Development Council,
“Economic Development is programs, policies and activities that seek to improve the economic well-being and quality of life for a community by creating and retaining jobs and providing a stable tax base.

Ultimately, economic development is a revenue strategy for a community, generating additional tax dollars from new business investment.”

Common Economic Development Organization Structures

- Public Economic Development Organizations
- Private (Non-Profit) Economic Development Organizations
- Public-Private Partnerships

Common Functions of Economic Development Organizations

- Business Retention and Expansion
- Business Attraction
- Entrepreneurial Development
- Workforce Development

Common Characteristics of ‘High-Performing’ Economic Development Organizations

As outlined in the Best Practices of High-Performing Economic Development Organizations report, high-performing economic development organizations:

- Know their customers
- Are prepared to respond to economic shocks
- Invest in leadership development
- Implement equitable economic development practices



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- Think 'future ready'
 - Make an impact
 - Plan for success
 - Make relationship building a priority

Design Sprint Participation Prep

Goals of the Design Sprint

- Develop a future vision for economic development in Lee's Summit
- Identify what's working and what's not working with the current structure of economic development
- Identify and prioritize the 'customer base.' Including existing businesses, prospective businesses, startups, and aspiring entrepreneurs
- Identify current resources, programs, and services offered by the current economic development system
- Identify future appropriate resources, programs, and services to best meet the needs of the 'customer base.'

Prompts for Discussion

- What is your vision for the future economic development system in Lee's Summit?
- Who are the primary customers of economic development service provision?
- What does the current economic development system in Lee's Summit do well?
- What does the current economic development system in Lee's Summit need to improve?
- What programs, resources, and services are needed to optimize economic development service delivery Lee's Summit?
- What are the desired outcomes of a high-performing economic development system in Lee's Summit?



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