



LEE'S SUMMIT
ECONOMIC DEVELOPMENT COUNCIL

LSEDC Report – 2nd Quarter 2017

April – May - June

Presented to the:

Lee's Summit City Council

August 10, 2017



Business Retention/Expansion Efforts

Purpose of Visits

- To identify expansion needs, growth opportunities, barriers for growth in the community, and workforce needs
- All information collected from the business visits are kept strictly confidential and reported only in aggregated form

Who we meet with

- Companies in our target industries: advanced manufacturing, warehouse/distribution, healthcare, data centers/IT, finance, insurance, real estate/headquarters

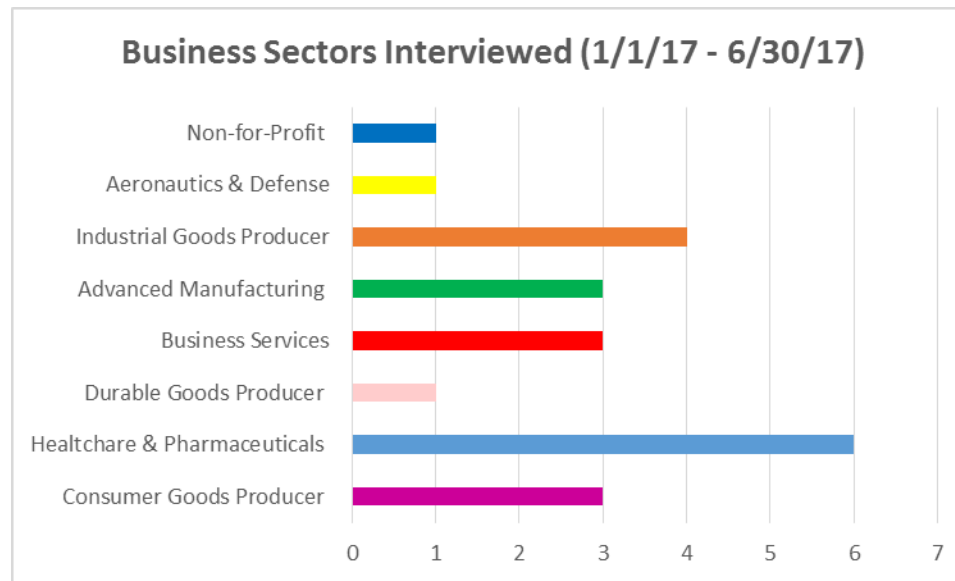
Goal

- To meet with LS medium – larger employers, specially paying attention to those with 50 employees and on the verge of expanding

Business Retention/Expansion Efforts

Number of Visits

- 8 visits conducted in Q2
- 22 total visits conducted (1/1/17 - 6/30/17)



Business Retention/Expansion Efforts

Focus of Conversation

- During BR|E visits we discuss products/service growth, markets for the product/service, industry trends, management changes, workforce needs, technology needs for growth, satisfaction of utility services, quality of life, and community Services

O2 Total Assists – 52

By Issue	# of assists
Business Retention and Expansion	6
Export/Import Assistance	6
Workforce Attraction	9
Workforce Expansion/Retention	1
Workforce Networking	29
Workforce Training	1

Total Assists – 90 (1/1/17 -6/30/17)

By Issue	# of assists
Business Retention and Expansion	6
Export/Import Assistance	8
Utility - Electric	1
Workforce Attraction	18
Workforce Expansion/Retention	1
Workforce Layoff Aversion	2
Workforce Networking	53
Workforce Training	1

Ongoing Workforce Efforts

Website page for LS employers hiring (4/1/2017 - 6/30/2017)

- Launched 4/25/2017
- 34 companies listed
- Employers proactive on utilizing the site for job exposure
- Shared consistently on social media



3000 individuals reached



500 individuals reached



3300 individuals reached

HR Roundtable

- 2nd roundtable – 12 attendees (10 companies represented)
- Conversation topics: new hiring billboard, wage data comparisons, beyond healthcare recruitment/retention benefits
- Next meeting planned for Fall

Ongoing Workforce Efforts

New Employee Recruitment Billboard

- Located on Hwy 150
- Purpose to drive traffic to LSEDC hiring page



Ongoing Workforce Efforts

Connections between Industry and Education Partners

- Currently working with STA on the development of an apprenticeship program and connecting with local manufacturing companies

Laborshed Study

- Currently in an early stage and seeking best fit research consultant for project



Success Stories

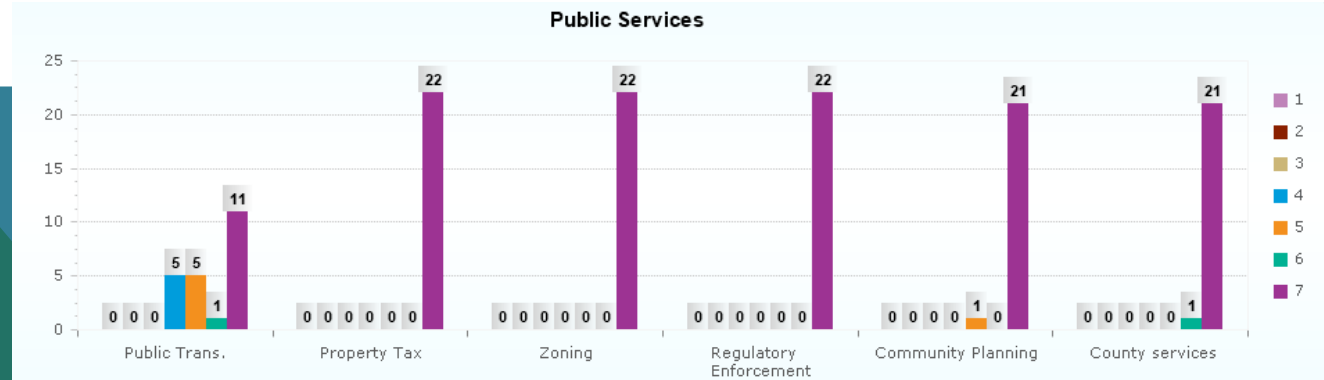
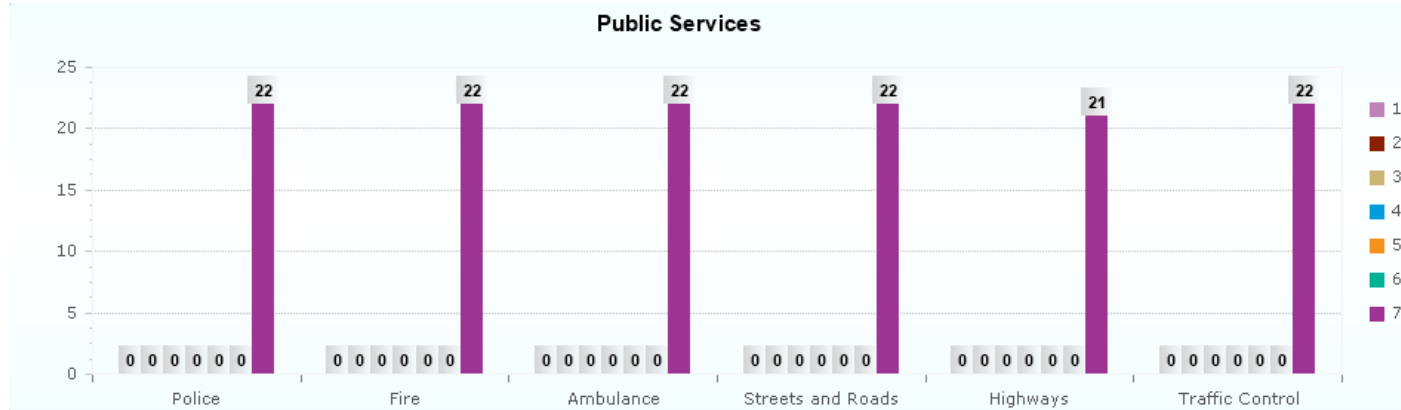
Project Snapple

- Site Visit
- Workforce Development needs and education
 - Collaboration of the education ecosystem Participants
- Project is still moving forward and KC Metro is still in the running

Synchronist Reports

Community Service Dynamic Report

- 1/1/2017 - 6/30/2017
- 22 business executives provided feedback on community services on a rating scale of 1-7, with (1) being poor and (7) being excellent



Synchronist Reports

Company Ranking by Peer Group

- 1/1/2017 – 6/30/2017
- This table shows the value, growth potential, risk, & satisfaction businesses have in Lee's Summit.
- A majority of the businesses have a high satisfaction with the community – a testament to Lee's Summit as a premier business location.

Onsite Visits analyzed: 22

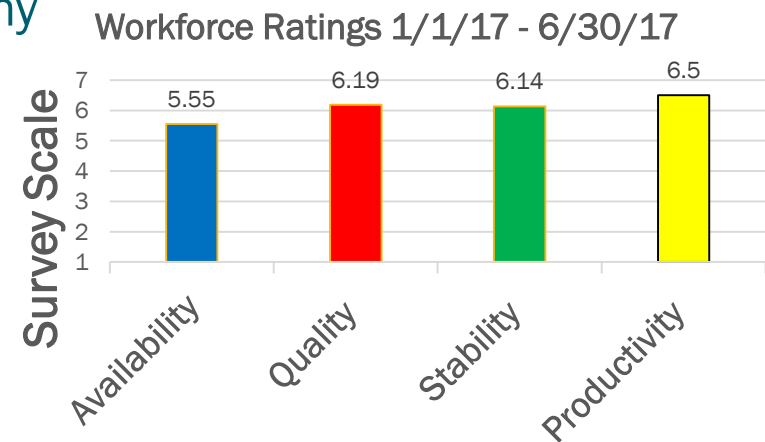
Distribution of Companies by Range

	Low	Medium	High	Very High
Value	4.55%	36.36%	50%	9.09%
Growth Potential	9.09%	40.91%	36.36%	13.64%
Risk	100%	0%	0%	0%
Satisfaction	4.55%	0%	0%	95.45%

Synchronist Reports

Workforce Ratings

- 1/1/2017 - 6/30/2017
- This graph rates workforce on a scale from 1-7, with 1 being poor and 7 being excellent
- 22 business executives provided their perception of overall workforce internally and externally of company



What We are Hearing

Community Strengths

- Community Services
- Business Climate Positive
- Economy/Community Stable
- Educational System Strong
- Location
 - “Location great for areas we serve”
 - “ Like being able to access airport”

Community Weaknesses

- Challenge finding technical labor to operate machines
- Challenge finding individuals with mechanical aptitude
- Transportation
 - “Lack of public transportation in community”
 - “Almost left community to move company closer to employees”
 - “Lack of public transportation makes it a challenge to fill entry level jobs”

Perceived Barriers

- Building Availability & Cost
 - “If parent company cannot find space they may look for another location”
- “Interested in local incentives to assist with expansion”

New & Updated Projects

April – June 2017

- New Project Opportunities **12**
- Submitted **4** RFIs/proposals
- Total of **12** Active Projects



Non Participating Projects: April - June

Project Laminate – Manufacturing facility requiring 194,000 sq. ft.

Project Eagle – Existing food-grade building with minimum of 165,000 sq. ft. on 30 acres.

Project Daisy – 750,000 sq. ft. minimum with expansion potential.



Non Participating Projects: April - June

Project Husky – Existing building with 1,000,000 sq. ft.

Project Weave– Rail access with either direct to site or near a loading area.
Minimum of 175 acres to purchase.

Project Aurora – Existing industrial building with 125,000 sq. ft. minimum
with expansion potential to 250,000 sq. ft.

Project Freeze – 80,000 – 120,000 sq. ft. refrigerated or freezer building
only. Real Estate flyer required within 7 days of notice.

Project Forge – Required information on established training resources in;
cold forging/forming programs, tools and die makers and CNC machine
operators.

Prospective New Projects: April - June

Project Cardinal – Emerging gene therapy company in the Animal Health sector. A local airport is preferred.

Project Snapple– Shared service operation with 300 - 350 jobs, primarily in accounting and IT. National real estate team visited in May.

Project Pyramid – Company seeking a new back office facility. Class A or high quality Class B, modern in feel is preferred. 40,000 sq. ft. with expansion to 100,000 sq. ft. Company will consider walking distance buildings for the expansion. LEED certified strongly preferred.

Project Bloom – 800+ employee shared service operation with jobs in HR, Payroll, Customer Service and IT. Demographic data and staffing data provided to the West Coast based site consultant.

On-going Projects: April - June

Project Max – New analytical laboratory for pet food industry. Could provide 15 jobs within first 3 years, possibly 25 new jobs over 5 years time.

Project Discover – This project has changed in scope hence the reason for the name change. Three area satellite facilities will merge into one location. Company will build new facility approximately 150,000 sq. ft. and employ 125. Average wage will be approximately \$65,000. Company wants to be operational by 1st quarter of 2018.

Project Chilli – West Coast-based Insurance company; seeking operating cost reductions in a new market. 250-300 person projected head count. High-wage, high-skill level. 30,000 sq. ft. facility required.

On-going Projects: April - June

Project Renewal – Submitted a potential incentive package and land sites in an office park setting including Strother Crossing and Chapel Ridge Business Park. 191,400 sq. ft. minimum required. 500 total employees by 2022, with 170 transferees from existing location. Average annual wages: \$144,395.

Project Strategy - KCADC project as an inbound customer service center with 200-300 employees. The project will hire 20-25 bilingual individual with Spanish language skills. We provided information on Summit Technology Campus and demographics of our Hispanic population (school and general). 4 areas selected in the KC metro area being considered.

(Platte/Airport area, Lee's Summit, South KC and Olathe)

On-going Projects: April - June

Project Apollo - Inbound Customer service operation in insurance and medical support. KC Missouri (only) is a short list finalist for real estate. Existing space on one floor of 32,000 sq. Company made windshield tour without any local representatives with them. We have submitted Summit Technology Center.

Project Alpha - Manufacturing company looking for 15-25 acres with rail service. Submitted Lemone-Smith Business Rail Park as site. Also submitted incentive possibilities.

Project Bomber - Undisclosed office client with potential of 100-200 jobs. KCADC has submitted general information on the area.

Marketing

Where Have We Been – Where Are We Headed?



Marketing

- **Lt. Governor Mike Parson:** Parson's toured Lee's Summit as part of his ongoing efforts for the Tourism Commission housed in the Department of Economics.
- **Advisory Board Luncheons –**
 - **Investor Spotlight – Saint Luke's East – Lee's Summit.** Featuring CEO Ron Baker, with lunch hosted by Saint Luke's East. 50 Investors attended the April Luncheon.
 - **Workforce & Talent Acquisition:** 50 Investors attended this presentation from Jessica Hamilton, LSEDC and Jessica Nelson, **TeamKC/KCADC**. How to attract and retain each generation was the presentation.
 - **LSEDC 2017/2018 Strategic Plan:** Outgoing Chair, Christine Bushyhead presented the 2017/2018 Strategic Plan for the LSEDC to 75 investors.

Marketing *(Continued)*

- **Developers Showcase:** Produced by MetroWire Media, sponsored by LSEDC
- **291/50 Groundbreaking**– REJournals, KCTV, KSHB, Fox4, LS Journal, LS Tribune,
- **QT Grand Opening:** Social Media, Case study interviews.
- **Crane Watch:** KCBJ, City of LS
- **Weekly Eblasts**
- **Third Wednesday's – Hump Day:**
LSEDC sponsored event, hosted monthly at Llewelyn's. This event continues to be a great networking opportunity for our Investors. Open dialogue is creating new business deals and the potential for new investment in the LSEDC. Attendance has grown each month.

Marketing *(Continued)*

Public Relations and Media

LSEDC related articles submitted to local media outlets including LS Journal, LS Tribune, KC Star, KC Business Journal and online outlets including social media channels. Monthly newsletters, E-blasts and Website news feed on the following topics:

1. LS Tribune – LSEDC Workforce portal
2. LS Journal – Diodes/FabTech Statement, Hometown Hero’s campaign
3. MetroWire Media – KCADC/World Trade Center (WTC Advisory Meeting)
4. KCBJ – Crane Watch, Economic Development issue submission, QT Grand Opening, Collaboration with City, Chamber and LSEDC.
5. KCRELO Magazine– Cover Story

Marketing *(Continued)*

6. Social Media: Quarterly Statistics

Facebook – 2475 likes during quarter. 48 Posts in the quarter.

Top Posts – LSEDC Hiring Portal (2036 reaches)

Twitter – 358 Followers at end of 2nd Quarter.

LinkedIn – New LSEDC group created for HR Roundtable.

**A lot of time was spend on research for the LSEDC Annual Report, Community Profile and in preparation for the Annual July meeting which will be featured in the next Quarterly Report.*

Collaboration

- A. Business Development Center
- B. Lee's Summit Chamber of Commerce
- C. DLSMS
- D. Civic Roundtable
- E. KCADC – Team KC/EJCDA/MO Partnership
- F. Council of Supply Chain Management Professionals (CSCMP)
- G. World Trade Center
- H. Workforce – LS R-7, STA, MIC, MCC, UCM
- I. Crew KC
- J. MEDC
- K. Eastern Jackson County Development Alliance

