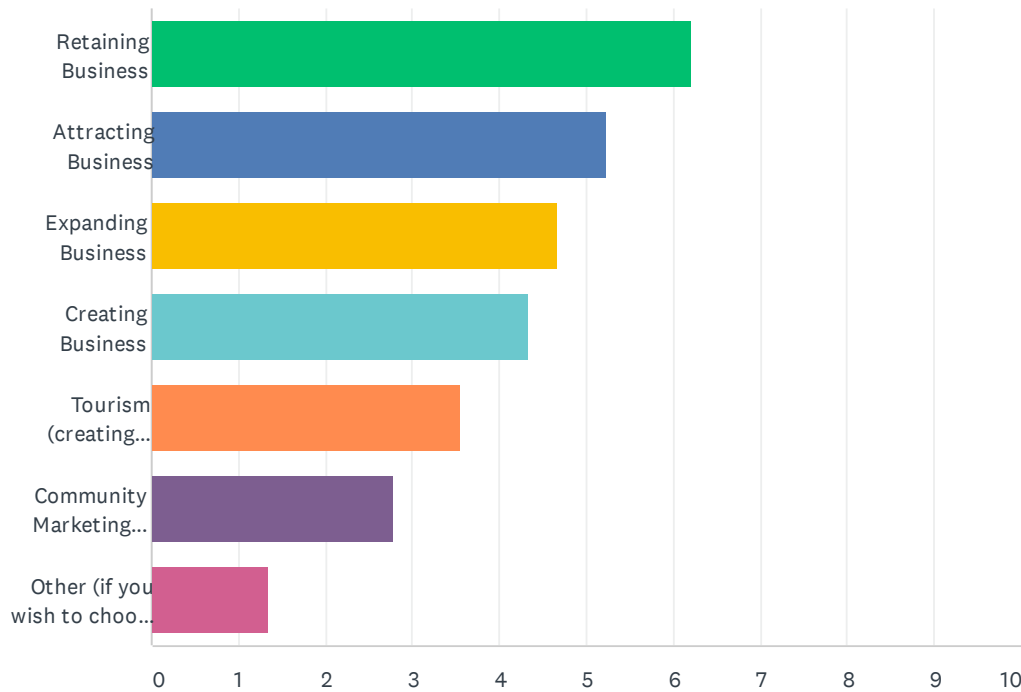


Q1 Based on language from the referenced ordinance, as well as the City's Strategic Plan, please rank (1 through 7) the following functions in terms of priority in allocating the Business and Industry funds (with 1 as the highest priority).

Answered: 9 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | TOTAL | SCORE |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|-------|
| Retaining Business | 44.44% 4 | 33.33% 3 | 22.22% 2 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 9 | 6.22 |
| Attracting Business | 33.33% 3 | 0.00% 0 | 44.44% 4 | 11.11% 1 | 0.00% 0 | 11.11% 1 | 0.00% 0 | 9 | 5.22 |
| Expanding Business | 11.11% 1 | 33.33% 3 | 11.11% 1 | 11.11% 1 | 22.22% 2 | 11.11% 1 | 0.00% 0 | 9 | 4.67 |
| Creating Business | 11.11% 1 | 22.22% 2 | 11.11% 1 | 22.22% 2 | 11.11% 1 | 22.22% 2 | 0.00% 0 | 9 | 4.33 |
| Tourism (creating economic activity from non-residents) | 0.00% 0 | 11.11% 1 | 11.11% 1 | 33.33% 3 | 22.22% 2 | 11.11% 1 | 11.11% 1 | 9 | 3.56 |
| Community Marketing (creating positive awareness and pride) | 0.00% 0 | 0.00% 0 | 0.00% 0 | 22.22% 2 | 33.33% 3 | 44.44% 4 | 0.00% 0 | 9 | 2.78 |
| Other (if you wish to choose a priority not listed above, please rank that priority here and name the priority in the 'Other' boxes under Questions 2, 3 and 4) | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 16.67% 1 | 0.00% 0 | 83.33% 5 | 6 | 1.33 |

Q2 Based on your ranking from above, what are some examples of current or desired activities supporting successful outcomes in each listed function?

Answered: 7 Skipped: 2

| ANSWER CHOICES | RESPONSES | |
|---|-----------|---|
| Retaining Business | 71.43% | 5 |
| Expanding Business | 71.43% | 5 |
| Creating Business | 57.14% | 4 |
| Attracting Business | 57.14% | 4 |
| Tourism (creating economic activity from non-residents) | 100.00% | 7 |
| Community Marketing (creating positive awareness and pride) | 85.71% | 6 |
| Other (fill in the blank) | 14.29% | 1 |

| # | RETAINING BUSINESS | DATE |
|---|--|--------------------|
| 1 | Implement an aggressive call program | 3/24/2021 1:30 PM |
| 2 | Communication campaigns (systematic, measurable) to our businesses | 3/11/2021 12:26 PM |
| 3 | Ensuring business have what they need to stay in LS. ie; building space | 3/9/2021 5:51 PM |
| 4 | Awareness of needs and challenges by current businesses | 3/9/2021 10:58 AM |
| 5 | Keeping in touch with local businesses to ensure that if they decide they need something to stay here (larger space, trained employees) that we can help fill that need. | 3/8/2021 2:02 PM |

| # | EXPANDING BUSINESS | DATE |
|---|--|--------------------|
| 1 | Dev call program and match with incentive programs | 3/24/2021 1:30 PM |
| 2 | Communication campaigns (systematic, measurable) | 3/11/2021 12:26 PM |
| 3 | same as above | 3/9/2021 5:51 PM |
| 4 | Awareness of growth opportunities | 3/9/2021 10:58 AM |
| 5 | Contacting local businesses to see what they need to grow their business in LS | 3/8/2021 2:02 PM |

| # | CREATING BUSINESS | DATE |
|---|---|--------------------|
| 1 | Provide necessary tools for start up prospects | 3/24/2021 1:30 PM |
| 2 | Angel investor groups | 3/11/2021 12:26 PM |
| 3 | Awareness of major re-locations searching for new opportunities | 3/9/2021 10:58 AM |
| 4 | Not sure | 3/8/2021 2:02 PM |

| # | ATTRACTING BUSINESS | DATE |
|---|--|--------------------|
| 1 | Agressively and Proactively work with regional developers | 3/24/2021 1:30 PM |
| 2 | Database of potential businesses (targeted and industry specific) with marketing campaign (sustained annually) | 3/11/2021 12:26 PM |
| 3 | Making industries and businesses of Lee's Summit | 3/9/2021 10:58 AM |

4 Seeking out national or regional businesses who are looking for new locations in which to locate. 3/8/2021 2:02 PM

| # | TOURISM (CREATING ECONOMIC ACTIVITY FROM NON-RESIDENTS) | DATE |
|---|---|--------------------|
| 1 | Create and implement plan | 3/24/2021 1:30 PM |
| 2 | Cultural events, festivals, economic development/retail opportunities | 3/19/2021 9:27 AM |
| 3 | how | 3/18/2021 9:56 PM |
| 4 | Targeted marketing and advertising | 3/11/2021 12:26 PM |
| 5 | Downtown activities | 3/9/2021 5:51 PM |
| 6 | Making Lee's Summit a destination location | 3/9/2021 10:58 AM |
| 7 | We have huge sports and music events here. What are we doing to promote LS businesses to those who visit for those events. | 3/8/2021 2:02 PM |
| # | COMMUNITY MARKETING (CREATING POSITIVE AWARENESS AND PRIDE) | DATE |
| 1 | Promote LS through multiple media programs | 3/24/2021 1:30 PM |
| 2 | new signage for Downtown gateways | 3/19/2021 9:27 AM |
| 3 | Targeted marketing and advertising | 3/11/2021 12:26 PM |
| 4 | Royals and Chiefs promotions, magazine ads | 3/9/2021 5:51 PM |
| 5 | Creating awareness of Lee's Summit | 3/9/2021 10:58 AM |
| 6 | This has been done well in the past and should continue. | 3/8/2021 2:02 PM |
| # | OTHER (FILL IN THE BLANK) | DATE |
| 1 | Work to bring regional festivals and events and activites here. As big as our city is, we should have more than just Downtown Days and Oktoberfest. | 3/8/2021 2:02 PM |

Q3 Based on your ranking from Question 1 above, how would you measure successful outcomes per each listed function?

Answered: 8 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|---|-----------|---|
| Retaining Business | 75.00% | 6 |
| Expanding Business | 75.00% | 6 |
| Creating Business | 75.00% | 6 |
| Attracting Business | 62.50% | 5 |
| Tourism (creating economic activity from non-residents) | 75.00% | 6 |
| Community Marketing (creating positive awareness and pride) | 37.50% | 3 |
| Other (fill in the blank) | 12.50% | 1 |

| # | RETAINING BUSINESS | DATE |
|---|--|--------------------|
| 1 | Jobs and economic multiplier metrics | 3/24/2021 1:30 PM |
| 2 | number of outstanding business licenses | 3/18/2021 9:56 PM |
| 3 | Total # of Business licenses/EDC and Chamber membership/ | 3/11/2021 12:26 PM |
| 4 | Know if a business is looking to leave before the business journal | 3/9/2021 5:51 PM |
| 5 | Loss of businesses at a minium or not at all | 3/9/2021 10:58 AM |
| 6 | No job losses realized | 3/8/2021 2:02 PM |

| # | EXPANDING BUSINESS | DATE |
|---|---|--------------------|
| 1 | Job creation | 3/24/2021 1:30 PM |
| 2 | metrics for showing what businesses have grown | 3/18/2021 9:56 PM |
| 3 | Track expansion and report on them annually in the way of reports and new jobs from expansion | 3/11/2021 12:26 PM |
| 4 | businesses expanding in LS instead of leaving for other cities | 3/9/2021 5:51 PM |
| 5 | Jobs created | 3/9/2021 10:58 AM |
| 6 | Growth in number of jobs in the city | 3/8/2021 2:02 PM |

| # | CREATING BUSINESS | DATE |
|---|--|--------------------|
| 1 | # of jobs created and investment created? | 3/24/2021 1:30 PM |
| 2 | new business licenses | 3/18/2021 9:56 PM |
| 3 | New business licenses/New jobs from start up | 3/11/2021 12:26 PM |
| 4 | new businesses being developed and staying in LS | 3/9/2021 5:51 PM |
| 5 | Lee's Summit becomes a desired lcation for startups and re-locations | 3/9/2021 10:58 AM |
| 6 | Increase in city businesses licenses. | 3/8/2021 2:02 PM |

| # | ATTRACTING BUSINESS | DATE |
|---|--|-------------------|
| 1 | # of jobs, economic multiplier benefit to LS | 3/24/2021 1:30 PM |

| | | |
|---|---|--------------------|
| 2 | Annual \$ of council approval of new construction/EDC and Chamber track new businesses/New jobs due to new businesses | 3/11/2021 12:26 PM |
| 3 | Landing national and/or international businesses offices in LS | 3/9/2021 5:51 PM |
| 4 | Inquiries for available land and options | 3/9/2021 10:58 AM |
| 5 | Realizing more business licenses, more jobs, issuing building permits for construction | 3/8/2021 2:02 PM |
| # | TOURISM (CREATING ECONOMIC ACTIVITY FROM NON-RESIDENTS) | DATE |
| 1 | track hits | 3/24/2021 1:30 PM |
| 2 | continued execution of successful events that draw visitors to our community | 3/19/2021 9:27 AM |
| 3 | hotel stays; ways to measure out of zip code purchases (??) | 3/18/2021 9:56 PM |
| 4 | Hotel stays, Sales Tax, \$ benefits from events and activities (compare annually) | 3/11/2021 12:26 PM |
| 5 | Increase of people visiting | 3/9/2021 10:58 AM |
| 6 | More events. More permits issued for events. | 3/8/2021 2:02 PM |
| # | COMMUNITY MARKETING (CREATING POSITIVE AWARENESS AND PRIDE) | DATE |
| 1 | track hits | 3/24/2021 1:30 PM |
| 2 | Surveys of citizens and nonresidents/geotracking reports/all must be done annually for comparison | 3/11/2021 12:26 PM |
| 3 | Inquiries for activities | 3/9/2021 10:58 AM |
| # | OTHER (FILL IN THE BLANK) | DATE |
| 1 | Quality jobs created | 3/19/2021 11:46 AM |

Q4 Based upon your responses in Questions 1 (function ranking), 2 (outcome activities) and 3 (outcome measurements), please allocate the available Business and Industry funds per listed function. You are not required to assign funds to all categories. As a baseline, use a total of \$500,000 for the overall fund and distribute the funds in increments of \$25,000 up to the total of \$500,000.

Answered: 8 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|---|-----------|---|
| Retaining Business | 100.00% | 8 |
| Expanding Business | 62.50% | 5 |
| Creating Business | 62.50% | 5 |
| Attracting Business | 100.00% | 8 |
| Tourism (creating economic activity from non-residents) | 87.50% | 7 |
| Community Marketing (creating positive awareness and pride) | 62.50% | 5 |
| Other | 0.00% | 0 |

| # | RETAINING BUSINESS | DATE |
|---|--------------------|--------------------|
| 1 | 75,000 | 3/25/2021 5:55 PM |
| 2 | 150,000 | 3/24/2021 1:30 PM |
| 3 | \$25,000 | 3/19/2021 11:46 AM |
| 4 | 50000 | 3/19/2021 9:27 AM |
| 5 | 100,000 | 3/18/2021 9:56 PM |
| 6 | 50000 | 3/11/2021 12:26 PM |
| 7 | 75,000 | 3/9/2021 10:58 AM |
| 8 | \$100,000 | 3/8/2021 2:02 PM |

| # | EXPANDING BUSINESS | DATE |
|---|--------------------|--------------------|
| 1 | 75,000 | 3/25/2021 5:55 PM |
| 2 | 50,000 | 3/24/2021 1:30 PM |
| 3 | 50000 | 3/19/2021 9:27 AM |
| 4 | 25000 | 3/11/2021 12:26 PM |
| 5 | 75,000 | 3/9/2021 10:58 AM |

| # | CREATING BUSINESS | DATE |
|---|-------------------|-------------------|
| 1 | 75,000 | 3/25/2021 5:55 PM |
| 2 | 50,000 | 3/24/2021 1:30 PM |
| 3 | 50000 | 3/19/2021 9:27 AM |

| | | |
|---|--|--------------------|
| 4 | 25000 | 3/11/2021 12:26 PM |
| 5 | 175,000 | 3/9/2021 10:58 AM |
| # | ATTRACTING BUSINESS | DATE |
| 1 | 150,000 | 3/25/2021 5:55 PM |
| 2 | 250,000 | 3/24/2021 1:30 PM |
| 3 | \$25,000 | 3/19/2021 11:46 AM |
| 4 | 100000 | 3/19/2021 9:27 AM |
| 5 | 100,000 | 3/18/2021 9:56 PM |
| 6 | 200000 | 3/11/2021 12:26 PM |
| 7 | 75,000 | 3/9/2021 10:58 AM |
| 8 | \$150,000 | 3/8/2021 2:02 PM |
| # | TOURISM (CREATING ECONOMIC ACTIVITY FROM NON-RESIDENTS) | DATE |
| 1 | 125,000 | 3/25/2021 5:55 PM |
| 2 | \$50,000 | 3/19/2021 11:46 AM |
| 3 | 17500 | 3/19/2021 9:27 AM |
| 4 | 75,000 | 3/18/2021 9:56 PM |
| 5 | 150000 | 3/11/2021 12:26 PM |
| 6 | 50,000 | 3/9/2021 10:58 AM |
| 7 | \$100,000 | 3/8/2021 2:02 PM |
| # | COMMUNITY MARKETING (CREATING POSITIVE AWARENESS AND PRIDE) | DATE |
| 1 | zero | 3/19/2021 11:46 AM |
| 2 | 75000 | 3/19/2021 9:27 AM |
| 3 | 50000 | 3/11/2021 12:26 PM |
| 4 | 50,000 | 3/9/2021 10:58 AM |
| 5 | \$150,000 | 3/8/2021 2:02 PM |
| # | OTHER | DATE |
| | There are no responses. | |

Q5 Please provide any other feedback in the narrative box below.

Answered: 2 Skipped: 7

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | Velocity and Community Marketing should no longer be supported with public dollars. \$500,000 is not reality for FY 2022. | 3/19/2021 11:46 AM |
| 2 | There needs to be positive and continued action from PSA's to solve the problem of no growth on businesses re-locating and preventing the loss of taxpaying businesses from leaving. | 3/9/2021 10:58 AM |