

# 2009 Business Plan

## Independence Council for Economic Development

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### PARTICIPATE IN THE SUCCESS OF LOCAL COMPANIES

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#### *Goal: Strengthen Relationships with Existing Business*

##### *Strategies:*

- Continuation of Synchronist PRIME (industry) and CRTS (service & retail) visits.
  - ◆ PRIME program will complete annual survey of major employers and manufacturing and industry sectors.
  - ◆ CRTS will include comprehensive surveys for Noland Road and Independence square areas
- Invite local companies to participate in ICED programs and luncheons to learn more about the organization and benefits of membership.
- Host small business summit to provide information, educational programming, and networking opportunity. (\$)
- Establishment of industry specific newsletters and information on the ICED web site.
- Expand BEST committee to reach more local businesses.
- Participation in annual Chamber Business Expo.

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#### *Goal: Promote the Success of the Business Community*

##### *Strategies:*

- Continue recognition of growing companies through the annual Impact Awards program.
- Continue to support monthly Mayor's recognition breakfast and invite honorees to quarterly investor luncheons to recognize their honor in front of that audience.
- Promote the success of companies through the ICED web site with the establishment of a "PR Corner" which allows local companies to post their achievements and honors.
- Continuation of regular column in the Examiner that focuses on our economic development efforts and initiatives.

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*Goal: Act as a Resource to Business*

*Strategies:*

- Advocate on behalf of local businesses on the state and federal levels of government and other regulatory agencies.
- Continuation of workshops on incentives and programs which can benefit local companies.
- Continue annual retention surveys and share results with local companies.
- Promote access to databases and reports which can assist companies with market analysis, identifying potential customers, real estate opportunities, and general demographic information.
- Develop new coop marketing program that focuses on supporting existing industry clusters. Local companies and ICED would share costs related to marketing at national trade shows and cross promoting. (\$)
- Continue publication of quarterly Business Barometer.

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### SUSTAIN COMMUNITY COLLABORATIONS AND BUILD PARTNERSHIPS

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#### *Goal: Increase Communication with Partner Agencies*

##### Strategies:

- Encourage a strategic planning work session with other partner agencies and local government to develop a list of community priorities, assign responsibility to address identified issues, and measure results.
- Provide access and train partner agency representatives on use of business retention database referral system.
- Actively work with locally elected officials to educate them on economic development activities, processes, and resources necessary for success.
- Continued participation with the Business Retention Council through the Full Employment Council.
- Continued participation with the Eastern Jackson County Development Alliance. (\$)
- Continued participation with the Kansas City Area Development Council (KCADC) and their annual marketing and promotional events.
- Attendance at various Chamber of Commerce networking events.
- Conduct annual tour of community for Department of Economic Development and Missouri Partnership officials. (\$)

#### *Goal: Enhance the Image of Independence in the KC Metro*

##### Strategies:

- Partner to develop branding and image campaign which can be rolled out across the metro. The message would focus the great things that are happening in Independence. (\$)
  - ◆ Develop video snippets that could be incorporated into web sites, e-mails, and social networking sites that highlight the changes and progressive nature of what is happening within the city.
  - ◆ Get shared agreement on the brand and work with other local agencies, organizations and businesses to market the brand.
- Conduct broker tours of available commercial properties in the Spring and Fall. (\$)
- Enhance marketing materials and literature which is utilized to market Independence. (\$)

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### **ENHANCE THE COMMUNITY'S ECONOMIC PROSPERITY**

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#### ***Goal: Enhance Business Infrastructure***

##### Strategies:

- Continue to pursue development of new mixed use business park.
- Continue to support development of business incubator facility as part of redevelopment of the former Independence Regional Medical Center.
- Work to develop programs and opportunities which will assist companies in training incumbent workers.
- Continued support of Eastern Jackson County Workforce and Training Alliance.
- Lobby at various levels to support business infrastructure issues.

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#### ***Goal: Expand and Diversify Area's Employment Base***

##### Strategies:

- Development of targeted industries strategy to attract new companies into the City.
- Promote and support the Eastern Jackson County Workforce & Training Alliance to provide customized training programs for local companies.
- Identify vendors and suppliers for local companies and target marketing materials towards this segment to encourage expansion into the area which could help stabilize an existing business operation.
- Participate with KCADC, Missouri Partnership and DED on shows and efforts which match potential targeted industries. (\$)
  - ◆ Wind Power Expo – May 2009
  - ◆ Bio 2008 – May 2009
  - ◆ ICSC Show – May 2009
  - ◆ AFCOM Data Center World Conference – October 2009
  - ◆ Solar Power International – October 2009
- Promote stronger relationship between business and education with the purpose of:
  - ◆ Determining shortfalls of existing workforce and identifying training opportunities to improve existing workforce skills
  - Work to develop curriculum to increase the potential of future workforce to meet needed skill levels.
- Enhance services and amenities needed by young professionals
- Continued support for development of new mixed use business park.
- Continued support for development of business incubator facility.

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### ADVOCATE FOR BUSINESS

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***Goal: Provide an Effective Voice to Express and Pursue Issues of Importance to the Business Community***

**Strategies:**

- Quarterly reports to ICED Board of Directors and City Council regarding trends and issues as a result of Synchronist business retention visits.
- Support pro-business legislative issues.
- Develop action plan to address deficiencies identified as part of business retention surveys.
- Develop stronger relationships with local State Representatives and State Senators.

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### ENHANCEMENT OF INVESTOR BENEFITS

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***Goal: Strengthen Relationships with ICED investors***

**Strategies:**

- Development and implementation of new committees:
  - ◆ Legislative
  - ◆ Small business
  - ◆ Marketing & Promotion
- Continuation of weekly FYI e-mail report to all investors and stakeholders.
- Continuation of Quarterly investor luncheons.
- Conduct Eggs and Issue breakfast meetings on specific topics as necessary.
  - ◆ September – State of the Schools Address
  - ◆ December – State Legislative Panel
- Development of printed directory of investors and their services which can be distributed to clients.
- Host networking social events for all investors.
- Survey investors on regular basis to determine issues of importance and gather feedback on how to improve services offered by the organization.

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### **SECURE RESOURCES NECESSARY TO PURSUE OUR MISSION**

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***Goal: Secure Future Funding for the ICED Economic Development Program***

Strategies:

- Continue efforts to attract new private sector investors and encourage existing investors to upgrade their investment levels.
- Expand sponsorship opportunities.
- Host networking social events for current and prospective investors to allow them to learn more about the organization and benefits of being an investor.
- Consider charging for certain services.
- Establishment of 501-C3 to assist in applying for grant and foundation programs.
- Creation of Total Resource Campaign to provide investors an opportunity to assist in the growth of the organization.