

# *Adopted 2009 Strategic Plan*

## *Tier One Strategic Action Items*

### **Relationship Building**

Build relationships between community leaders representing Miami County's economic interests on a regional, state and national level

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
The county's chambers of commerce will coordinate meetings to provide community members with legislative updates during the session.	Chambers of commerce	Monthly, January through April	Existing	
The countywide interlocal government meeting will include an opportunity for elected officials and their lead staff members to discuss local initiatives. A fall elected officials dinner will also be planned.	County and local governing boards	Monthly	Existing	
City and county representatives will meet to discuss specific development issues.	County and local governing boards	As needed	Existing	
County staff will be actively involved in organizations such as Kansas City Area Development Council , Mid-American Regional County, Southeast Kansas Inc. and Kansas Economic Development Association.	Economic Development Director	Quarterly	Existing	
County staff will actively participate in local, regional and national training programs to improve skills and network with peers.	Economic Development Director	Twice annually	Existing	
Lead staff members from the county's chambers of commerce and the Economic Development Director will meet to exchange ideas and consider joint projects.	Economic Development Director and Chambers of commerce	Quarterly	Existing	

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Members of the Economic Development Advisory Board will regularly report to their area of representation. Electronic versions of the quarterly report will also be made available to community members upon their request.	Economic Development Advisory Board members	Quarterly	Existing	
County departments will be encouraged to form "roundtable" groups with local jurisdictions to discuss issues of common interest.	County and local governing boards	Every six months	Existing	
The county's chambers of commerce and Miami County Economic Development Department will exchange newsletters and articles to keep one another informed of projects.	Economic Development Director and Chambers of commerce	Monthly	Existing	
Provide training or support for the region's nonprofits in an effort to help them fill community needs.	Economic Development Director, K-State Extension and Nonprofit Organizations	Annually	2009	

### Economic Data Collection and Resources

Gather and maintain economic data providing crucial information for businesses considering an expansion or new location including a retail and commercial analysis to assist with identifying potential opportunities

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Economic indicators, costs of living and demographics will be obtained from CERI, Kansas Public Policy and Research, Docking Institute and other research sources. Economic indicators include labor force data, assessed valuations, home sales, building permits, mill levies, sales tax revenue, education rates, transient guest tax receipts and crime rates.	Economic Development Director and Economic Development Advisory Board Members	Monthly	Existing	
LocationOne will be used as the primary repository of data on available sites and buildings.	Economic Development Director and Economic Development Advisory Board Members	Monthly	Existing	
Building permit data will be tracked for each community and the county. Data generated will be shared with local jurisdictions.	County and local building officials, and Economic Development Director	Monthly	Existing	
Utilize the data collected to update marketing materials for the county and communities.	County and local governing boards, Economic Development Director, Economic Development Advisory Board Members and Chambers of commerce	Annually	2009	
Assist the planning department's efforts to gather customer satisfaction feedback and identify possible changes based on those recommendations.	Economic Development Director and Miami County Planning	Monthly	2009	

## Infrastructure

Aid communities facing infrastructure challenges that limit economic development opportunities including utilities and transportation networks

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Information regarding grant sources and loan programs will be shared with county and local officials.	County and local governing boards, and Economic Development Director	As needed	Existing	
Staff members will participate in discussions related to other regional development proposals to evaluate their countywide impact.	County and local governing boards, Miami County Engineer, Miami County Planner and Economic Development Director	As needed	Existing	
The county will allocate funds for cost-share assistance for local infrastructure improvements. Application for use of these funds will be made by the local jurisdiction and considered by the county commissioners. These funds may also be used for improvements to the Areas of Regional Significance.	County and local governing boards	Annually	Existing	
Staff members will participate in discussions related to K-68's study including the transportation network and land use.	Louisburg City Leaders, Paola City Leaders, Miami County Engineer and Economic Development Director	As needed	Existing	
Staff members and volunteers will detail and maintain site characteristics for Miami County's Areas of Regional Significance. When development within the county is considered, an emphasis will be placed on developing these sites. New sites will be instituted when appropriate.	Economic Development Director, Miami County Planning, utility providers and Economic Development Advisory Board Members	Annually	Existing	
Meet with utility providers to target Areas of Regional Significance where infrastructure improvements will make site development more likely.	Economic Development Director, Miami County Planning and utility providers	As needed	2009	

## New business identification and recruitment

Assist communities with their business recruitment efforts

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Information regarding potential projects will be shared with each city's identified economic development official. Assistance will be provided as needed to communities pursuing the potential project.	Local economic development representatives, Economic Development Director and Economic Development Advisory Board Members	As needed	Existing	
Assistance updating economic development incentive policies will be provided to communities. This will include educational efforts regarding incentive types and their application.	Local economic development representatives, Economic Development Director and Economic Development Advisory Board Members	Annually	Existing	
Communities will be assisted in targeting primary and supporting businesses for recruitment.	Local economic development representatives, Economic Development Director and Economic Development Advisory Board Members	Every six months	Existing	
Communities will be assisted in identifying service gaps for potential recruitment opportunities.	Local economic development representatives, Economic Development Director and Economic Development Advisory Board Members	Every six months	Existing	
Develop relationships with commercial real estate agents, site consultants and similar professionals through on-on-one activities such as tours of the county.	Local economic development representatives, Economic Development Director, real estate agents and property owners, and Economic Development Advisory Board Members	Monthly	2009	
A familiarization tour will be planned to help acquaint urban developers with opportunities within the county.	Local economic development representatives, Economic Development Director, real estate agents and property owners, and Economic Development Advisory Board Members	Annually	2010	

### Existing business retention and expansion

Assist communities with their business retention efforts

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Information regarding state and local incentives will be maintained and provided to businesses.	Economic Development Director, Small Business Development Center and Kansas Department of Commerce	As needed	Existing	
Sources of professional consulting will be cultivated and offered as resources to businesses.	Economic Development Director, Small Business Development Center and Kansas Department of Commerce	As needed	Existing	
Training and technical assistance will be provided through group settings.	Economic Development Director, Small Business Development Center, Fort Scott Community College and Johnson County Community College	Quarterly	Existing	
Roundtable conversations by industry and business size will be hosted to discuss issues of common interest and the region's economic climate.	Local economic development representatives, business owners, Chamber of Commerce staff members and Economic Development Director	Every six months	Existing	
Visits will be made to existing businesses to gather data about their operations and potential for expansion. Support will be offered to assist with their retention and expansion. Programs such as BREES and Synchronist will be utilized to maximize the information.	Local economic development representatives, Chamber of Commerce staff members and Economic Development Director	Monthly	Existing	
Continue to seek supplemental financing alternatives for business development and expansion.	USDA, Network Kansas, local economic development representatives, Chamber of Commerce staff members and Economic Development Director	Every six months	2009	



## ***Tier Two Strategic Action Items***

### **Workforce Training and Education**

Monitor workforce trends while identifying opportunities and resources for training

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Information regarding state and local incentives will be maintained and provided to businesses.	Economic Development Director, Small Business Development Center, USDA and Kansas Department of Commerce	As needed	Existing	
Input regarding trends in education, including vocational training will be obtained from the region's secondary and post-secondary educational institutions.	Economic Development Director, school superintendents, Fort Scott Community College and Johnson County Community College	Every six months	Existing	
Roundtable conversations will be hosted for firms to discuss common workforce and human resources issues.	Local economic development representatives, Kansas Department of Commerce Workforce Representative, local businesses, Chamber of Commerce staff members and Economic Development Director	Every six months	Existing	

## Housing

Aid communities utilizing economic development tools to revitalize existing neighborhoods and develop new housing stock

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Information regarding state programs and regional nonprofit groups will be maintained and provided to businesses.	Economic Development Director and Kansas Department of Commerce	As needed	Existing	
Roundtable conversations will be hosted to gauge the region's housing climate.	Local economic development representatives, Chamber of Commerce staff members, builders, realtors, bankers, local planning officials and Economic Development Director	Every six months	Existing	
Develop and distribute a marketing piece encouraging developers to select Miami County for a future project.	Local economic development representatives, Home Builders Association of Greater Kansas City, Kansas City Regional Association of Realtors and Economic Development Director	Annually	2009	

## Tourism

Promote Miami County's successes and tourism opportunities

<b>Task</b>	<b>Who should be involved</b>	<b>Frequency</b>	<b>Initiate</b>	<b>Activities this Month</b>
Brochures promoting the county's attractions will be distributed to regional outlets.	Chamber of Commerce staff members and Economic Development Director	As needed	Existing	
Information regarding community events will be shared between locations to assist with cross promotion.	Local tourism committees, Chamber of Commerce staff members and Economic Development Director	Monthly	Existing	
Regional, state and national tourism efforts will be monitored for potential integration into local activities.	Local tourism committees, Chamber of Commerce staff members and Economic Development Director	Monthly	Existing	
Press releases noting area achievements and activities will be distributed to regional media outlets.	Local economic development representatives, Chamber of Commerce staff members, County Administrator and Economic Development Director	As needed	Existing	
A tracking method will be created and maintained to determine tourism's impact on the county.	Local tourism committees, Chamber of Commerce staff members and Economic Development Director	Quarterly	Existing	
A countywide approach to events such as the Kansas Sampler festival will be considered when feasible.	Local tourism committees, Chamber of Commerce staff members and Economic Development Director	Annually	Existing	
A county "brand" and shared vision will be identified for integration throughout the organization.	County Commissioners, County Administrator and Economic Development Director	Annually	2009	