



**City of Kansas City, Missouri  
Economic Development & Incentive Policy  
Task Force  
Meeting #5**

**Date:** Wednesday, July 25, 2007, 5:00 – 8:00 p.m.

**Location:** Baptiste Educational Center, 5401 E. 103<sup>rd</sup> Street, Room 1  
Kansas City, MO 64137

**Time:** 5:00 – 6:45 p.m. Business Session  
7:00 – 8:00 p.m. Public Hearing

**Meeting Purpose:**

1. Receive Interim Best Practices Report.
2. Draft a purpose statement for the economic development and incentive policy.
3. Draft goals for the economic development and incentive policy.
4. Receive public input.

**Agenda**

5:00 p.m.	Welcome and introductions	Bill Haw, Chair
5:05 p.m.	An Introductory Presentation on Interim Best Practices Report - <i>Questions &amp; Answers</i>	Jeff White, Columbia Capital
5:25 p.m.	Prepare Draft Policy Purpose Statement - <i>Discussion</i>	Sheila Shockey, Facilitator
6:00 p.m.	Prepare Draft Goal Statements - Break into Small Groups & Report Back Out	Sheila Shockey, Facilitator
6:30 p.m.	Announcements & Meeting Evaluation - <i>Discussion</i> 1. What items need to be carried forward to the next meeting? 2. Are there requests for information before next meeting?	Bill Haw, Chair
6:45 p.m.	Adjourn Work Session Portion of Task Force Meeting & Break for 15 minutes until public hearing portion	
7– 8:00 p.m.	Public Hearing	

**Next meeting: Wednesday, Aug. 1, 5-8 p.m.**  
**Task Force Worksession: 5-7 p.m., Public Hearing: 7-8 p.m.**  
Bruce R. Watkins Cultural Heritage Center – Auditorium  
3700 Blue Pkwy Kansas City, MO 64130

## ***DISCUSSION ATTACHMENT***

### **I. DEFINE THE PURPOSE OF THE POLICY**

During the July 25 meeting, the Task Force will develop a statement of purpose for the economic development policy. The charge from Mayor Funkhouser is – “Both money and mission matter.” The following are a list of questions that will help frame the discussion and development of a purpose statement.

- How should “economic development” in Kansas City, MO be defined for purposes of the policy? Some ideas to prompt discussion include:
  - The Task Force has defined economic development to include investment in outcomes such as: quality of life, creating wealth, quality jobs, workforce, education, public safety, housing, environment, culture, etc.
- Should a purpose of the policy be to help direct investment in projects/initiatives needed to make Kansas City more livable for all residents?
- Should a purpose of the policy be to help make decisions regarding when and to whom to give incentives?

### **II. DEFINE GOALS OF ECONOMIC DEVELOPMENT**

During the July 25 meeting, the Task Force will begin to define the goals for Kansas City’s economic development activities.

- What are we trying to achieve with economic development?

The results of the community indicator survey of Task Force members is as follows:

1. Jobs/Job Quality
2. Education/Graduation Rate
3. Crime/Public Safety
4. Economy/Income
5. Health Care Affordability
6. Housing/Home Ownership
7. Environment
8. Diversity
9. Public Transit
10. Child Care
11. Culture/Recreation/Arts
12. Voter Participation
13. Child Poverty
14. Elder Care
15. Birth Rate Among Teens

*The following are some potential goal statements taken from other policies from around the country to get the discussion started:*

- **Blight Reduction:** reduce or eliminate blight.
- **Business Assistance:** preserve or sustain businesses in the community, especially small businesses.
- **Business Recruitment:** recruit and relocate existing businesses from outside of the community.
- **Business Retention:** retain current businesses within the community.
- **Cluster Development:** recruit, retain and grow multiple and complementary businesses in the same industry type. Kansas City, for instance, is seeking to develop a biosciences cluster following the construction of the Stowers Institute.
- **Crime Reduction:** reduce crime as a tool of economic development.
- **Culture/Arts:** enhance existing or develop new culture and arts infrastructure (artist live/work communities; symphonies and art galleries).
- **Education:** improve education (at any level) as a tool of economic development.
- **Environment:** promote environmental preservation and enhancement as tools for economic development. Some examples include “green” construction techniques and protection of water supplies from contamination.
- **Fiscal Impact on City:** control the fiscal impacts of the economic development plan or policy on the city government. Examples include limits on incentives granted each year or specific strategies to enhance revenues to the city from economic development activity.
- **Focus on Underserved Areas:** target economic opportunities for traditionally underserved areas of the community.
- **Housing:** enhance housing opportunities and affordability in the community.
- **Improved Business Climate:** improve actual or perceived friendliness to business. Examples include streamlined permitting processes and business outreach programs.
- **Infrastructure Plans:** preserve, enhance & construct physical infrastructure to support economic development. One example was the reuse of a former military airfield to provide air cargo access for a community.
- **Land Development:** acquire, preserve land as a tool of economic development. Examples include developing industrial parks and remediating Brownfields sites.
- **Marketing Efforts:** promote Kansas City for economic development purposes through electronic, print and other media.
- **Maintain Unique Assets:** preserve and enhance the natural and man-made assets unique to that community. Examples include preservation of rivers and lakefronts and lobbying efforts to prevent military base closures.
- **Neighborhoods/Community Development:** preserve and enhance neighborhoods and small communities within the city. Examples include micro development opportunities and the preservation of historic neighborhoods.
- **Poverty:** reduce poverty within the community.
- **Public Transit:** promote “transit-oriented design,” promoting the use of public transportation as a tool of economic development.
- **Quality Jobs/Workforce Development:** promote “quality jobs” (better than average compensation, health insurance, opportunities for promotion) and workforce development activities, such as job training.

- **Quality of Life:** promote community quality of life. Examples include park and open space development, walking/biking trails, and access to unique retail and dining within the community.
- **Racial Equality/Diversity:** promote racial and ethnic diversity within the community and the weakening of historic barriers separating the various racial and ethnic communities within the city.
- **Targeted Businesses/Industries:** target specific types of businesses (typically, using the North American Industry Classification System) for recruitment, retention and expansion within the city. It also includes strategies that discourage the location of certain businesses within the city.
- **Targeted Development Areas:** identify discrete areas within the city that will be the target of economic development activity.

**For more information about the Task Force's efforts to assist the City in developing an economic development and incentive policy, please visit:**

**[www.kcmo.org/finance.nsf/web/edpolicy](http://www.kcmo.org/finance.nsf/web/edpolicy)**

**Email questions or comments to:**

**[edpolicy@kcmo.org](mailto:edpolicy@kcmo.org)**