



2019: A YEAR IN REVIEW



LEAVENWORTH COUNTY
DEVELOPMENT CORPORATION

FROM THE PRESIDENT

Momentum is strength or force gained by motion or by a series of events.

As we head into 2020, we use the term momentum to describe what is happening within our organization.

This past year has been met with enthusiasm and a drive to increase our momentum. We continue to usher in our largest push in marketing efforts in the organization's history. Those efforts have brought our presence in the industry to unparalleled professionalism.

Our marketing is bright, vibrant, concise. It enhances our toolbox so that we can actively engage with those who might peek into our world. Whether through web clicks or emails, we have better and much more detailed information about those looking into us.

LCDC collaborated with the City of Tonganoxie, GBA, First State Bank, Mutual Savings and Unilock to host the first-ever "Boots on the Ground" Marketing Event at the Tonganoxie Business Park. We invited industry professionals and site consultants to our site. We want to bring that kind of creativity and out-of-the-box thinking to marketing our parks and other assets in 2020.

The world of Economic Development is faster paced than ever. There is no rest in this game. No commercial breaks, no half-time. Celebrations are short-lived, and successes quickly forgotten. There is always someone who may be working harder than you. We use momentum to continue pursuit in a world where our competitors are seeking the same. Resting and pausing are the enemies of momentum.

Each day is an opportunity to build on our success. I urge you to help us continue building momentum.

As we head into 2020, I challenge you to start each day with the power of "Nunc Coepi" – the Latin saying for, "Now I begin."



Harland Russell
President, LCDC



2019 LCDC BY THE NUMBERS



In 2019 LCDC facilitated the creation and retention of **133** jobs and capital investment of **\$16.5** million



LCDC helped save local businesses

\$1,744,052 in grants, loans and tax savings last year.



In just the past 5 years, LCDC's impact on the economy of Leavenworth County includes projects with new private sector capital investment of over

\$90 million and **814** new and retained jobs.

LCDC has worked with local and state programs to save local companies **\$7,690,376.**



We are excited to have **two new buildings**

constructed in the Urban Hess Business Park in 2019. HMC Performance Coating is expanding into a new building next to its existing facility. S & S Alloy built a new facility to replace one destroyed by fire a year ago.



1st Site Tour Event in Leavenworth County featuring the **Tonganoxie Business Park**



4 Communities and Leavenworth County served by LCDC



69 students at two Classroom to Career Days

EXPANSIONS AND GROWTH

HMC Performance Coatings in Tonganoxie is building a 10,000 square-foot building next door to the company's existing facility in the Urban Hess Business Park. The facility will cost \$640,000 to build, but total capital investment for the project is \$2,184,264 and will include the addition of eight jobs. LCDC has been working with HMC for five years on HPIP tax credits, utility sales tax exemption savings as well as bringing in the SBDC to help the company grow.



Unilock Kansas' new building at the Tonganoxie Business Park is open for business! Unilock Kansas is the Business Park's first tenant and was recruited by LCDC.



CREATING NEW DEVELOPMENT OPPORTUNITIES

The **LCDC and LCPA** have joined forces to develop a Spec Building Program. The program is designed to incent private sector companies to construct new buildings within the 10,000 to 20,000 square-foot range and is another tool to encourage development in all parts of the County.



TWO BASEHOR PROPERTIES ARE NOW AVAILABLE:

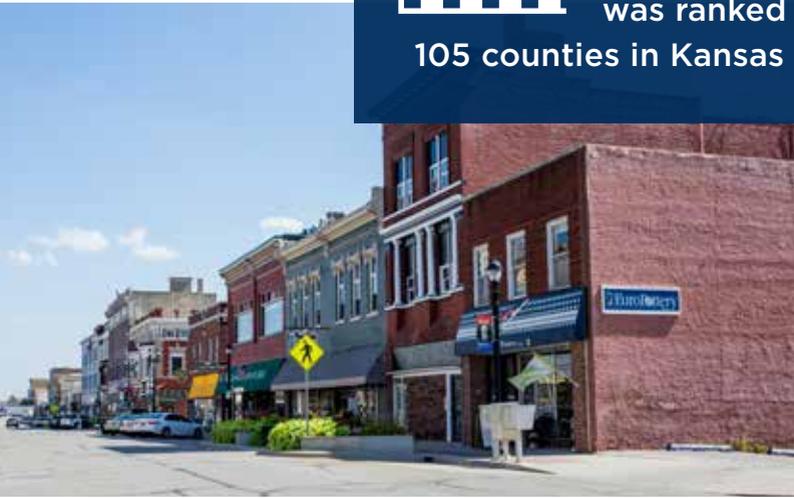
- 362.8+ acres just northwest of 147th Street and Parallel Road, a perfect location for a distribution center
- Wolf Creek Junction, 13 pad sites on 22.5 acres ready for commercial development three miles west of the Kansas Speedway



Leavenworth County Ranked #10 in Fastest GDP Growth



A recent study by financial technology company *SmartAsset* analyzed which counties have the fastest GDP growth in Kansas. Leavenworth County was ranked the 10th fastest growing county out of 105 counties in Kansas over a four-year period by *SmartAsset*.



PROMOTING MARKET-READY BUSINESS PARKS AND PROPERTIES

MARKETING INITIATIVES

LCDC proactively marketed using an email and advertising campaign to promote the Business Parks in Leavenworth, Tonganoxie and available properties in Lansing and Basehor throughout 2019.

44,000

commercial real estate subscribers reached through a dedicated opted-in email campaign



7 Email blasts to investors and commercial real estate contacts featuring property information



7 New marketing sheets/brochures



4 New 3-D animated drone videos produced for the Business Parks



153 Email blast and digital ad clicks



HOSTED SITE TOUR

LCDC partnered with GBA, Mutual Savings Association, First State Bank & Trust, Unilock and the City of Tonganoxie to host a site tour with local and regional real estate brokers at the Tonganoxie Business Park. The site tour was held as a poker run, featuring the five remaining lots at the Park.



RAISING THE COUNTY'S PROFILE THROUGH LEADERSHIP AND PARTNERSHIPS

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Steve and Lisa have been active participants on several boards and committees and have attended many conferences throughout the year. Steve was recently elected President of Kansas Economic Developers Alliance (KEDA) and continues to represent Leavenworth County on the Team Kansas Board and the Local Area III Workforce Development Board.

Lisa is active on the Grow Leavenworth County board. She completed her first year at the University of Oklahoma's Economic Development Institute (EDI) in 2019. The LCDC team also participated in the County's Comprehensive Plan meetings and the Kansas Economic Policy Conference.

NEW KANSAS SECRETARY OF COMMERCE VISITS THE COUNTY

LCDC led a day-long economic development tour for Kansas Secretary of Commerce David Toland and various city, county and state dignitaries. The visit included several properties and Business Parks in Leavenworth, Basehor, Lansing and Tonganoxie.

To learn more about the Kansas Framework for Growth, visit: www.kansasgrowth.com



CONTRIBUTING IDEAS FOR KCADC'S NEW GLOBAL BRAND

LCDC investors were invited to participate in KCADC's listening session to collect ideas on a new global brand platform which will elevate the KC region as a global destination for business, lifestyle and career. The Charlie Hustle KC Heart icon was selected as the best representation of KC's unique culture, values and influence.



OTHER TARGETED MARKETING AND NETWORKING EVENTS INCLUDED:

- **SIOR** (Society of Industrial and Office Realtors) **Development Day** at Union Station in Kansas City provided LCDC an opportunity to meet with commercial and industrial realtors, brokers, engineers and construction companies in the metro area about opportunities in Leavenworth County.
- LCDC co-sponsored the Kansas City Area Development Council's (KCADC) **Site Consultant Premier Event** to showcase the metro area to nine top site location consultants from around the country.
- Steve traveled to Chicago with Kansas Secretary of Commerce David Toland to **meet with national site location consultants, industrial realtors and brokers.**
- LCDC **toured the Leavenworth and Tonganoxie business parks** with Trent Armbrust, the new Director of Strategy, Bioscience and Technology at the Kansas Department of Commerce.
- LCDC attended the **Annual Meeting for KCADC** along with representatives from Basehor, Tonganoxie and Leavenworth.
- LCDC also **hosted Chang Lu**, an international trade representative who now also does business recruitment for the Kansas Department of Commerce at the KCADC Annual Meeting.

THANKS FOR ANOTHER SUCCESSFUL GOLF TOURNAMENT!

Trophy winners include:

- 1st Place - City of Basehor (Dave Breuer team)
- 2nd Place - City of Basehor (Ben Sims team)
- 3rd Place - Zephyr
- Best Dressed - Lexeco



LEAD GENERATING AND SELF QUALIFYING LCDC WEBSITE ANALYTICS:

- **4:03 minutes** is the average session length of sites and properties viewed in the searchable database, **LocationOne Information System (LOIS)**
- Illinois and California tie in top states that **viewed LCDC's available sites and properties in LOIS**
- Excluding the Home page, the **"LOIS Property Search" page was the most viewed page on the website** site followed by the "Leading Employers" page
- The LCDC website **appeared in 50,600 Google searches**
- 10,740 LCDC website pageviews in 2019
- **4,071 Users** visited LCDC's website
- **31.61%** of visitors viewed the LCDC website on a **mobile device or tablet**
- Viewer locations:

KANSAS
38.48%

MISSOURI
16.02%

ILLINOIS
8.68%

VIRGINIA
7.68%

TEXAS
3.60%

MOMENTUM 2020

LCDC WILL BE MARKETING THE COUNTY THIS YEAR AT THESE HIGH-PROFILE EVENTS:

➔ **Kansas City Real Estate Networking Events**

- *MetroWire Media* 2020 KC Market Forecast
- *MetroWire Media* Industrial Summit
- Colliers Commercial Real Estate Event
- KCADC Quarterly Investor Briefings
- KC SmartPort 2020 Industry Briefing
- KCADC/KC Real Estate Council Event at “The K”
- SIOR Development Day
- KCADC Annual Meeting

➔ **Team Kansas Marketing Trips**

- 3 dinners or lunches hosting site consultants
 - Chicago, Omaha, Atlanta &/or Dallas

➔ **KCADC Marketing Events**

- In-Market Site Consultant Premier Event
 - Kansas City
- 1 to 2 additional Consultant Events
 - Dallas, Atlanta and/or Chicago

➔ **KCADC Animal Health Homecoming Event, Kansas City**

➔ **Site Selectors Guild, Atlanta, GA**



LEAVENWORTH COUNTY
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