



Strategic Business Plan for 2025 - 2028

Mission Statement:

Promote and Enhance Economic Development in Platte County, Missouri

Strengthen the Organization

Grow the Business Base in Platte County through Attraction, Retention and Expansion

Support Quality Jobs and Recruitment through Workforce Development

Foster Innovative Solutions for Community Development

Strengthen the Organization

Strategy #1: Grow PCEDC Influence and Funding Sources

Core Tactic: Develop a **GROWTH Committee**, led by the PCEDC Secretary/Treasurer, to explore opportunities for growing the organization's reach and revenue streams.

Measurements that Matter: *The GROWTH Committee should outline a scope of work that identifies possible solutions by the end of the year (2025) to be implemented January 2026. The Secretary/Treasurer will work with the Executive Team to identify potential committee members with the assistance of the Executive Director. The Committee Chair will report to the Board of Directors monthly on progress throughout the year.*

Strategy #2: Grow PCEDC Private Membership Base

Core Tactic: Provide Relevant Programming and Communication for Members

Measurements that Matter:

- Staff to implement CRM technology to track and communicate with members through data-driven strategies.
- Provide an annual survey tool for members to provide relevant feedback for review with board of directors.

Core Tactic: Board Chair to assign a **Membership Chair** to work with staff on prospecting, on-boarding, and engagement strategies.

Measurements that Matter:

- Membership Chair and Executive Director with Secretary/Treasurer will establish annual goals and metrics for staff.
- Membership Chair will solicit assistance from other Board of Directors to ensure leads are cultivated and sold.
- Membership Chair to report-out monthly to the Board of Directors on status.
- The Executive Committee will be the governing body for determining success.

Strategy #3: Foster Relationships with County Officials for Funding Opportunities

Core Tactic: The Executive Committee will implement a strategy to facilitate a long-term contract with the County from the Platte County Commissioners.

Measurements that Matter: *The Chairman of the Board will assume the lead for this initiative. Since this is dependent on personal and political opinion, it could take several years to accomplish. This strategy will need to be evaluated annually and reassessed with the incoming officers and board.*

Strategy #4: Implement Technology to Produce Measurable KPI's and Membership Tracking System (CRM)

Core Tactic: Staff to lead the implementation of a new streamlined system that will effectively enhance the administration of our business through a Customer Relationship Management (CRM) system. This system will connect with our accounting software, email system, and website.

Measurements that Matter:

- *Projected implementation date is set for July 2025.*
- *Staff should be able to quickly access data and reports through this system, rather than manually tracking them.*

Strategy #5: Market Platte County EDC as a Reliable Resource and Advocate Group

Core Tactic: Establish a social media campaign with targeted testimonials.

Measurements that Matter: *Marketing/PR Manager (MPRM) to work with Executive Director and Board Chair to establish metrics and budget for the campaign. MPRM to solicit local businesses, elected officials, and members to provide written and recorded statements for advertisement.*

Core Tactic: Align Platte County EDC policy priorities with partner agencies for a larger voice.

Measurements that Matter: *Assign a board of director advocate to work with partner associations and report action items during monthly Board of Director meetings. Partners include; EDC of KC, Kansas City Chamber of Commerce, Northland Chamber, Missouri Economic Development Council, and Northland Strong.*

Grow the Business Base in Platte County through Attraction, Retention and Expansion

Strategy #1: Identify and Recruit Target Industries

Core Tactic: Participate with state and regional partners (MO DED, MO Partnership, KCADC, EDC of KC, and local communities within Platte County) to participate in industry events and respond to project RFI's. Work with industry associations and members to assist with leads, creating mutually beneficial ways to team on projects.

Measurements that Matter:

- *Continue to participate and track project RFI's through current pipeline.*
- *Continue to facilitate introductions from developers to our local communities.*
- *Provide technology that tracks metrics for success.*

Strategy #2: Maintain a Database of Available Sites and Buildings

Core Tactic: Continue to utilize Location One through Evergy as it feeds into the PCEDC website. Maintain open relationships with brokerage firms to update listings. Work with KCADC to ensure this service is maintained.

Measurements that Matter: *The updates for this service continue to be an on-going discussion and are facilitated regionally rather than locally. We will monitor this process in 2025 and look to push for a more streamlined process before 2028.*

Strategy #3: Market Platte County as a Place to do Business

Core Tactic: Maintain an online presence through the PCEDC website and social media engagement.

Measurements that Matter:

- *A new website will be implemented in 2025 with a fresh new look. It will enhance our online presence with targeted SEO, new content and images, and up-to-date information.*
- *Continue to target social media posts that align with the appropriate “customer” and social site, drawing the user back to our website or call to action.*

Core Tactic: Participate in industry panels and associations that showcase Platte County.

Measurements that Matter:

- *Executive Director to seek opportunities to provide industry knowledge or highlight activities in Platte County.*
- *Annually provide marketing dollars that allow for sponsorship opportunities to put the Platte County EDC in front of decision-makers.*

Strategy #4: Develop Relationships with Key Decision Makers (Developers/Commercial Brokers)

Core Tactic: Participate in commercial real estate networking events. Seek to establish connections through member networks and associated groups.

Measurements that Matter:

- *Support SIOR KC’s Annual Development Day through sponsorship, partnership, or paid booth.*
- *The Executive Director will join CREWKC (Commercial Real Estate Women) in 2025 to continue to foster relationships.*

Strategy #5: Business Retention/Expansion

Core Tactic: Create a new BR/E strategy that includes a formal business visitation program to collect survey data for barriers to growth and opportunities for expansion. Showcase PCEDC as a business resource and connector in the region. This program will likely feed into our workforce development efforts and potentially assist with member recruitment, although more importantly, will allow us to foster relationships with local businesses in an effort to retain them in Platte County.

Measurements that Matter:

- Executive Director to work with BMOM on annual KPI's for visits.
- BMOM will include local government partners and lead support through completion when necessary.
- CRM Technology will be used for tracking and reporting.

Support Quality Jobs and Recruitment through Workforce Development

Strategy #1: Foster collaboration with business and education through the Platte County Workforce Alliance (PCWFA)

Core Tactic: A quality workforce is one of the top reasons companies choose a location. It is also a key driver of success for established businesses in a community. Platte County has award-winning school districts and secondary education partners looking to connect to business and industry. PCEDC is in a prime position to bridge this gap and lead initiatives related to developing the workforce of tomorrow. **PCWFA will provide a consistent avenue of facilitation between industry and education by having one Co-Chair from education, and one Co-Chair from industry.**

Measurements that Matter:

- PCEDC Co-Chairs will drive results under 3 buckets: College & Career Readiness – Upskilling & Reskilling – Talent Attraction
- This group will continue to include outside stakeholders and businesses (non-members) as a way to show PCEDC relevancy and to gain support for future funding.

Core Tactic: PCEDC will support the capital campaign for a NEW Northland Workforce Development Center (NWDC) with the Platte County R3 School District.

Measurements that Matter:

- *PCEDC Executive Director will serve as a capital campaign co-chair and on the NWDC's Board of Directors.*
- *PCEDC will support this project to completion as it serves our entire mission. Once completed, PCEDC will have additional office space on the property to use exclusively or in supplement to its existing office space. Existing in this space allows us to showcase workforce development to new and existing businesses in the county and will support our efforts in PCWFA.*

Community Development

Strategy #1: Advocate for Public Policy and Funding that Encourages Business and Community Growth, including Infrastructure, Transportation, and Workforce Housing

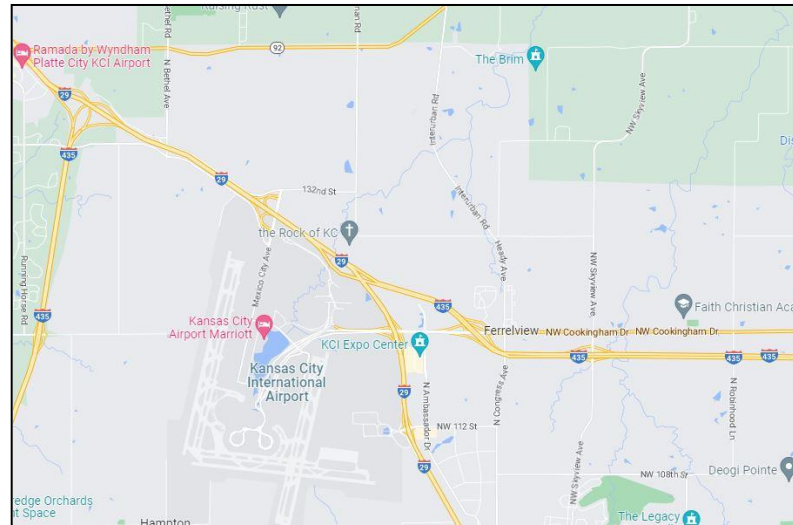
Core Tactic: Advocacy for Platte County requires the alignment of resources with partner organizations and public officials to champion public policy and funding initiatives that matter.

Measurements that Matter: *The Executive Director will bring forth opportunities for support before the Board of Directors to determine the next steps. PCEDC Board Chair can assign a special taskforce/committee to review and lead initiative with measurable outcomes for success.*

Strategy #2: Support Commercial and Industrial Development around the Kansas City Airport

Core Tactic: PCEDC stakeholders have identified several tracts of land along the I-29 corridor as prime locations for Industrial Development. Our goal is to work with developers, landowners, commercial brokers, and governmental entities to champion these projects. This includes assistance with infrastructure funding, site development, legislative advocacy, and marketing/public relations.

Measurements that Matter: *The Executive Director will work with partner organizations, members, board of directors and stakeholders to ensure we continue to champion developments that positively affect Platte County. PCEDC will continue to build relationships with key developers and stakeholders to assist where necessary to keep projects moving forward.*



Strategy #3: Support Residential, Retail, and Mixed-Use Development that Enhances the Lives of Platte County Citizens

Core Tactic: The PCEDC Board and Executive Director will seek to support development in Platte County that aligns with diverse housing stock and supplementary restaurant and retail.

Measurements that Matter: *PCEDC will continue to build relationships with national, regional, and local developers to bring quality mixed-use developments to Platte County. This includes connections to state and local decision makers on incentives, project advocacy, and provide a list of preferred construction partners. When appropriate, PCEDC Board Chair will assign a taskforce to assist in moving projects forward.*