



May 14, 2021

Ms. Marcella McCoy  
Director of Finance  
City of Warrensburg  
102 S. Holden Street  
Warrensburg, MO 64093

Ref: Brief – Contractual Agreement for Services - Fiscal Year 2022

Sent via: Email

Thank you for the opportunity to provide this brief to the Mayor and City Council of the City of Warrensburg for Contractual Agreement for Services in exchange for financial support for the Fiscal Year 2022 on behalf of Johnson County Economic Development Corporation (JCEDC) Board of Directors.

First and foremost, Thank You to the City of Warrensburg, its leaders and staff, for their unwavering dedication to Warrensburg's economic health and quality of place. As you know, successful economic development is a team effort that requires constant persistence, patience and purposeful strategic positioning.

**The pandemic and the beginnings of the subsequent “road to recovery” economy have provided some key lessons that the JCEDC team remain focused upon:**

- Over communicate and over deliver impactful and real resources: Across public and private organizations, time, human capital and resources remain stretched. The JCEDC team is prepared to over communicate and over deliver impactful and real resources through the method that best speaks to the customer at each opportunity.
- Remain humble and honest - We cannot foresee the implications of this disrupted economy: The fledgling “road to recovery” economy remains volatile and many key drivers remain unpredictable most notably human capital, goods and services supply chains and customer spending confidence.
- During these times of uncertainty, be ready to pivot (again and again) and rely on what JCEDC is uniquely good at:
  - Clear communication and relationships with local employers of all sizes
  - Complete understanding of incentives, financing tools, lending landscape and gaps
  - Understanding and access to talent, economic and demographic data and experts
  - State, regional and local talent and workforce development contacts and initiatives
  - Counseling and providing frequently updated resources for small business owners and entrepreneurs, and;
  - Long-term relationships with development influencers, site consultants, communities, educators, medical/EMA experts and organizations across the region and State.
- Keep up the fast-pace and focus on the most impactful work.

**Positive signs of economic improvement:**

For a balanced viewpoint, it is important to highlight a few positive economic indicators from the state and local economies.

- Increase in business startups: Across the state there is was a 10.6% increase in the purchases of payroll business applications. This indicator correlates to the number of individuals starting new businesses. According to the Missouri data, new entrepreneurs are gravitating to the following industry sectors in larger percentages: e-commerce retailers, trucking firms and food and drinking places. We concur. The Small Business Development Center for Johnson County has been very busy recently assisting new entrepreneurs.
- Lower number of first-time unemployment claims: Statewide, first-time unemployment claims have continued to decrease with 8,225 initial claims on March 20, 2021. In Johnson County, the unemployment rate during the same time was 4.7% down from a high of 10.5% in April of 2020.
- Continued strong sales and use tax revenue: Every county across the State has had a different sales and use tax revenue experience with wide variations. For Johnson County and the communities, the sales and use tax revenue experience has been relatively positive with more individuals making the choice to buy local.
- Are more individuals and families moving to Johnson County and the communities? If so, what is driving these relocations? We are hearing from the real estate professionals, utility providers and educators across the county that increasing percentages of individuals and families are relocating to this area. While we don't have any hard data to support this information yet, this is certainly a potential opportunity.

**For more information on the economic development performance indicators aligned with the City of Warrensburg Contract for Services with JCEDC, please find the attached snapshot.**

**Services in exchange for financial support:**

Over the last 15 years, JCEDC has led economic development initiatives aligned with the City of Warrensburg's contract for services and strategic plan in exchange for annual financial support. For most of these years, the financial support has been \$75,000 annually. For the FY2022 contract for service, JCEDC is proposing a value for these economic development services of \$75,000 annually. That said, please note that JCEDC's considers the City of Warrensburg a partner. As such, we share in the good times and the bad times. If the City of Warrensburg should need to adjust this amount of financial support, JCEDC will continue to deliver quality and meaningful economic development services with less.

If you have any questions or concerns, please contact me. We look forward to many years of continued partnership.

Sincerely,



Tracy E. Brantner, CEcD, EDFP  
Executive Director

CC: JCEDC Board of Directors

File: City of Warrensburg Contract for Services

## JCEDC – WHO ARE WE?

Originally organized in 1995, Johnson County Economic Development Corporation (JCEDC) is a 501(c)3 public-private non-profit corporation that has cultivated a thriving, diverse economic development ecosystem within Johnson County and the region. JCEDC leads economic development initiatives, facilitates community alignment, and assists groups and individuals in their pursuit of local development opportunities to increase Johnson County’s economic prosperity. JCEDC is the only county-wide economic development organization that positively affects **business development, placemaking, entrepreneurship, talent development, and regionalism** - proudly serving Chilhowee, Centerview, Holden, Kingsville, Knob Noster, Leeton, Warrensburg and Johnson County, Missouri.

- 15 Board of Directors, 2 appointed from City of Warrensburg
- 3 Full-time experienced and continuously trained staff
- Numerous volunteers over multiple Task Forces and Committees

## STRATEGIC PLAN – 5 MAIN GOALS:

- Support Johnson County’s existing economic base in growth and expansion while targeting attraction efforts to drive economic diversification in the county through business development efforts.
- Foster placemaking efforts aimed at creating an inviting community that supports greater population in-migration and retention.
- Cultivate entrepreneurship and innovation by supporting and developing the entrepreneurial ecosystem.
- Focus on supporting talent pipeline development by aligning talent retention, recruitment, and development initiatives in Johnson County.
- Encourage regional thinking and focus through alignment and partnership building.

## JCEDC’S INVESTORS, BY LEVEL:

### Leadership Investors - \$50,000 and up

- City of Warrensburg\*
- Johnson County\*

### Strategic Investors - \$5,000 - \$9,999

- Evergy
- University of Central Missouri

### Development Investor - \$3,500 - \$4,999

- Equity Bank
- F & C Bank

### Growth Investor - \$1,000 - \$3,499

- Brady Commerce Park
- Central Bank of Warrensburg
- City of Holden
- City of Knob Noster
- City of Leeton
- Gilmore Bell

- J.W. FRANKLIN CO.
- Old Drum Real Estate
- Piper Sandler
- Spire Energy
- Truman Title
- U.S. Bank (Grant Program)
- Warrensburg Collision
- Warrensburg R-VI Schools\*
- Western Missouri Medical Center

### Hometown Investor – up to \$999

- Emery Sapp & Sons

### Legacy Investor – Special or Dedicated Investments

- Evergy
- Warrensburg Industrial Development Corp.

\* Contract for Services agreement with JCEDC

## CONTRACT FOR SERVICES WITH CITY OF WARRENSBURG

Since 2006, JCEDC has provided annually contracted economic development services for the City of Warrensburg, including the following areas:

- Aggressively work to complete JCEDC’s Program of Work and objectives, in support of the economic development goals and objectives of the City
- Participate and cooperate with Warrensburg Economic Coalition to achieve its mission
- Communicate all potential viable Warrensburg industrial prospects, expansions and

commercial development “national chain” prospects and/or commercial developments over 10,000 square feet to the City Manager or his/her designee to ensure seamless project management

- Provide job creation and investment monitoring services for the City related to Enhanced Enterprise Zones and the City’s Chapter 100 bond projects as outlined in any Chapter 100 bond agreements between the City and an industrial business.

**ADDITIONAL SERVICES COMPLETED BEYOND THE CURRENT CONTRACTED ITEMS**

JCEDC provides additional services above those contracted including, but not limited to:

- JCEDC staff is part of the Johnson County team tasked with the distribution of the Johnson County CARES Funds totally over \$6 million and 94 applications from small businesses, non-profits, school districts, public health and wellness organizations and other governmental entities. Of the 94 applications, 29 were small businesses. 37 out of the 94 applications had a physical presence inside the city limits of Warrensburg. This aligned effort is expected to continue into the near future with the American Rescue Plan Act funds.
- Prepare and provide GASB 77 report for all taxing jurisdictions, including the City of Warrensburg. This audit supplement report is a compilation of foregone tax revenue captured for incentives in exchange for quality jobs and investments.
- Identify, prioritize and post Available Sites & Buildings in JCEDC’s database -currently 25 buildings and 22 sites in Warrensburg
- Assist developers, commercial and residential
- Small Business & Entrepreneurial services
  - Official co-counseling location of Missouri Small Business Development Center at State Fair Community College – only location providing these services in Johnson County
  - Provide microloans up to \$10,000
  - Workshops and Training Events
  - Daily dashboard and virtual visits with SBDC experts across the State of Missouri
- Engaged in region-wide workforce & talent efforts
- Recovery Planning and Implementation in conjunction with Pioneer Trails Regional Planning Commission and the Economic Development Administration
- Virtual site, community and employer visit training through contract with Global Location Strategies (GLS), a major site selection consulting firm
- Converted the 3<sup>rd</sup> Floor Conference Room into a fully equipped virtual conference room system for use by JCEDC, business clients, partners and county and city county leaders

**PRIMARY BUSINESS RETENTION & EXPANSION (BR|E) (10/1/20 thru Present)**

- 8 business development assistance projects for existing primary employers (not directly COVID-19 related)
- Preparing to launch BR|E interview sessions mid-year 2021 with additional BR|E visit team members and revised interview forms

**SMALL BUSINESS DEVELOPMENT CENTER (SBDC) SERVICES (10/1/20 thru Present)**

- Delivered no-cost, confidential, one-on-one technical business assistance to 46 entrepreneurs and existing small businesses owners located across the County and the Communities - representing 350 counseling hours
- 39 Business Training and Workshop opportunities, both in-person and virtual, for a total of 190 participants from across the region

- \$132,500 loaned to Johnson County small businesses through the JCEDC Microloan Program (since 2006) - \$7,500 advanced in 2021 for the small business pilot MPWR (“Empower”) program or transition assistance for “bricks to clicks” hybrid business models.

#### **TALENT RETENTION, DEVELOPMENT AND ATTRACTION**

- JCEDC utilized a Parker Dewey micro-intern to complete a new brand strategy for the Enhanced Enterprise Zone (EEZ) incentive program and, because this experience was so productive, JCEDC/SBDC hosted a virtual webinar featuring Parker Dewey’s micro-intern solutions as an option for small businesses.
- Presented on the importance of the partnerships between education, workforce and economic development and moderated an Employers Panel for the 2020 Virtual Career Exploration Day hosted by DESE Mo Career Pathways
- In March 2020, JCEDC was ready to launch the Talent Ecosystem Assessment & Workplan. JCEDC is the first economic development organization in the state of Missouri to pilot a proven, multi-step process developed by Ady Advantage designed to strengthen the talent ecosystem in Johnson County. This project is currently on hold due to the continual disruptions in talent and supply chains, but is being revisited.

#### **QUESTIONS OR SUGGESTIONS, PLEASE CONTACT US:**

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