

IN THIS ISSUE

- From the Desk of...
- Development Update
- News and Events
- Investor Spotlight
- Action Team Updates
- PCEDC Board Meeting
- PCEDC Investors



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

PLATTE COUNTY EDC NEWS

April, 2011

From the Desk Of...Diane Jones

Diane Jones, Research & Communications Coordinator

Come one, come all! The past chairs and board of directors of the Platte County EDC invite you to join in “A Roast of Pete Fullerton,” on Wednesday, May 4th at The Improv Comedy Club at Zona Rosa. Please join us for a rib-tickling, laugh ‘til you cry, fun-filled evening of hearing everything you ever wanted to know about Pete Fullerton but were afraid to ask, while we celebrate Pete’s anniversary as Executive Director of the PCEDC, all while raising funds for the organization.

A reception/happy hour will begin at 5:30 p.m., followed by a four-course dinner, with the program beginning immediately after dinner. There are several levels of sponsorship available, from \$750 to \$2,500, with special benefits and recognition for each level. Single tickets are \$75 each. Reservations/sponsor commitments are due by April 30th and may be made online at www.plattecountyedc.com or by contacting Diane Jones at djones@plattecountyedc.com.

Make your reservation today; this one will be too good to miss!

Development Update: Parkville Economic Development

Jim Allen, Parkville EDC Board of Directors, The National Golf Club

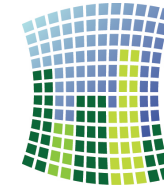
After over five years of study and citizen input, Parkville recently created the Parkville Economic Development Council (PEDC) and hired Jennifer Glass, formerly with Overland Park’s economic development group, as its Executive Director. The PEDC has a Board of Directors representing the City of Parkville, Park University, the Park Hill School District, the National Golf Club of Kansas City and other businesses and interested parties. As a public/private partnership, PEDC’s funding is about 25% from the city and 75% from private interests.

The mission of PEDC is to help maintain and improve the quality of life in Parkville by encouraging and assisting responsible economic and community development. Initially, PEDC is studying the Parkville Plan for Progress and Parkville’s Master Plan, and the Board is meeting in committees to consider: (1) strategies for implementation of the plans; (2) an incentives policy to retain and grow existing businesses and to attract new business activities; (3) potential partners; (4) community living initiatives; and (4) branding and marketing.

PEDC thanks the Platte County Economic Development Council for its leadership and help. Working together with other community partners, the PEDC expects to successfully implement the Parkville Plan for Progress in accordance with the City’s Master Plan, thereby retaining and creating jobs in southern Platte County and accomplishing the PEDC Mission.

CONTACT US

Platte County EDC
11724 NW Plaza Circle Suite 400
Kansas City, MO 64153
P 816.270.2119
F 816.270.2135
www.plattecountyedc.com



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

PCEDC NEWS & EVENTS

News

Small Business Expo Was a Success

Congressman Sam Graves hosted his 3rd Annual Sixth Congressional District Small Business Expo on March 21, 2011 at the Kansas City Police Department Training Academy. The keynote speaker was Corey Owens, a Public Policy Associate at Facebook. Several breakout sessions were offered, allowing attendees to choose the sessions they felt would be most beneficial to their business. The day concluded with an address by Congressman Graves, followed by a question and answer session.

Frontier Airlines Adds Two New Kansas City Desinations

Fron Airlines announced plans to add new nonstop services between its hub at Kansas City International Airport and both Minneapolis/St. Paul and San Antonio beginning in June. The new services brings the number of nonstop desinations served from Kansas City by Frontier to 16.

PCEDC Business Tour of Iatan Power Plant

Platte County EDC investors and staff toured KCP&L's new power generating plant on Tuesday, April 5th. Completed in 2010, this 900 megawatt, state-of-the-art plant employed 4,000 during the peak of its construction and continues to employ approximately 205 people today. Tour attendees were given a fascinating look at how the energy we consume in our homes is generated. Our thanks to KCP&L for hosting us.

Events

Veterans Career Fair & Benefits Expo

The Kansas City Veterans Career Fair Inc., in cooperation with the Military order of the Purple Heart, Missouri Division of Workforce Development, Full Employment Council and Missouri Veterans Commission will present a Career Fair and Benefits Expo on Wednesday, April 6th at the Ararat Shrine Temple at 5100 Ararat Drive, Kansas City, Missouri. Veterans can boost their career potential by networking with the employers that believe in their strengths as veterans. For more information contact the Northland Career Center at 816-437-3635 or visit: www.missourivets.com, www.vetsjobs.net or www.missouricareersurce.com.

Jump Start Seminar

On Wednesday, April 20th at 8:00 a.m. the Platte County EDC will host a business development seminar about innovation, presented by Missouri Enterprise. The Jump Start Seminar is intended to help your company generate ideas to win more profits in the short term as well as identify future growth opportunities for the long term. Reservations are \$50.00 for Platte County EDC members and \$100.00 for non-members. For further information, or to make your reservation, please contact Morgan Bell at: mbell@plattecountyedc.com or visit our website at: www.plattecountyedc.com and click on Event Registration and Payment.

*"Act as if what
you do makes a
difference.
It does."*

~William James



PCEDC Calendar of Events

KCI Area Development Team

Thursday, April 7th -
7:30 AM - 8:30 AM

Marketing Team

Friday, April 8th -
8:00 AM - 9:00 AM

Jump Start Business Development Seminar

Wednesday, April 20th -
8:00 AM - 11:00 AM
Registration Required

Public Policy Team

Thursday, April 21st -
7:30 AM - 8:30 AM

Board Meeting

Friday, April 22nd -
7:30 AM - 8:30 AM

Member Roundtable

Wednesday, May 4th -
8:00 AM - 9:00 AM

Pete Fullerton Roast

Wednesday, May 4th -
5:30 PM - 8:30 PM

KCI Area Development Team

Thursday, May 5th -
7:30 AM - 8:30 AM



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Investor Spotlight.



Saint Luke's Northland Hospital, a PCEDC Leadership Investor, has been serving the Northland for more than 20 years and continues to grow and expand its services. The hospital provides a comprehensive and complimentary wide range of services. Saint Luke's Northland Hospital is the only hospital in the Northland to offer eICU, which offers after-hours intensivist coverage for patients in the Intensive Care Unit. Patients are monitored by specially trained physicians and nurses throughout the night, weekends, and even holidays, supplementing the quality care already being delivered at the bedside. The eICU has been found to improve patient outcomes at leading medical institutions across the country.

SLNH also offers interventional cardiology performed by Saint Luke's Mid America Heart Institute cardiologists and staff and recently added 24/7 cardiac catheterization services. Patients also benefit from the convenience of Saint Luke's Northland Hospital's Multi-Specialty Clinic, which features thoracic surgery, pulmonary services, sleep medicine, neurology, and gastroenterology. The Center for Women's Care at the Barry Road Campus provides walk-in mammograms, well woman exams, digital mammography, ultrasound, bone densitometry, pelvic and bladder health, and massage. Other services offered include maternity care with a Level II Neonatal Intensive Care Unit, medical/surgical care, rehabilitation services, telemetry, interventional radiology, a Wound Treatment Center, interventional laboratory, Pain Management Center, and 24-hour emergency services. It is also home to family practice, internal medicine, ENT, orthopedic, and endocrinology physician groups.

Saint Luke's Northland Hospital-Smithville Campus currently offers 24-hour emergency services; an inpatient and outpatient rehabilitation center featuring physical, occupational, and speech therapy; a behavioral health unit serving adolescents, adults, and seniors; and SHAPE fitness center. It is also home to Saint Luke's Medical-Smithville, a primary care group serving all ages. Visit www.saintlukeshealthsystem.org for more information.



Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Through Citicorp and Citi Holdings, Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. Additional information may be found at www.citigroup.com.

Citi Cards Kansas City, with 2200 employees, is the largest employer in Platte County and has long been committed to making a difference in the community. Citi has been recognized by numerous public and private agencies and organizations for its volunteer and financial support of charities in Platte County and throughout the metropolitan area.



SMALL BUSINESS CLASSES

www.missouribusiness.net/calendar

Search Calendar by
LOCATION in Kansas City

Winning Federal Grants for
Technology Development
April 7th at 11:00 AM

Winning Government Con-
tracts: The First Steps
April 7th at 1:00 PM

The Basics of Writing a Busi-
ness Plan
April 13th at 2:00 PM

Starting a Business: The First
Steps
April 13th at 5:30 PM

QuickBooks Pro Introductory
April 15th at 9:30 AM

FastTrac New Venture
(Session 1 of 5)
April 26th at 9:00 AM

The 7 Habits for Managers - A
Franklin Covey Seminar
April 29th at 8:30 AM

FastTrac New Venture
(Session 2 of 5)
May 3rd at 9:00 AM

PCEDC ACTION TEAMS

To sign up for the 2011 PCEDC Action Teams please call (816) 270-2119, fax (816) 270-2135 or email Diane Jones at djones@plattecountyedc.com and let us know which team(s) you would like to join.

Action Team Reports

KCI AREA DEVELOPMENT

The team met to review First and Second Creek development issues. The team will change its focus somewhat in the coming year, to direct its attention to development in these two major watersheds.

The next meeting is scheduled for Thursday, April 7th at 7:30 a.m.

MARKETING

The team discussed upcoming marketing activities, as well as the approaching business development seminar - "Jump Start."

The Marketing Action Team will meet again on Friday, April 8th at 8:00 a.m.

PUBLIC POLICY

The team viewed a presentation about the "Compete Missouri" legislation (Senate Bill 279 and House Bill 670). The team also heard from both proponents and opponents of the Kansas City earnings tax, after which they recommended that the PCEDC Board of Directors endorse continuation of the earnings tax.

The next meeting is scheduled for April 21st at 7:30 a.m.

[www.kcsourcelink.org/
classes](http://www.kcsourcelink.org/classes)

**Search ClassLink and
Events by CITY Kansas City**

Starting a Business: Success
Right from the Start
April 12th at 6:00 PM

Sales and Use Tax Informa-
tion for Constructions Con-
tractors
April 13th at 1:30 PM

Improve Your Company's
Profitability: Understanding
Your Financial Statements
April 14th at 8:00 AM

Starting & Managing a
Small Business in MO
April 15th at 8:30 AM

PCEDC BOARD MEETING

Agenda Items

[Action Items/Presentations](#)

Executive Director Pete Fullerton reported on the earnings tax presentation and recommendation from the Public Policy Team. Ballots had been sent to PCEDC Board members and all of those returned were in favor of endorsing the earnings tax. Based upon this information, the Board voted to endorse retaining the Kansas City, Missouri earnings tax for this election with the caveat that the Platte County Economic Development Council strongly urges a comprehensive review of all revenue sources in Kansas City, Missouri prior to the next earnings tax election.

Mr. Fullerton gave a summary of the “Compete Missouri” presentation that the Public Policy team viewed. The Public Policy team recommended endorsement of the bill, as originally introduced, and the Board voted to do so.

Executive Director's Report

- Mr. Fullerton reported on the trip that he and Morgan Bell made for Northland Days in Jefferson City, as well as the IEDC Federal Forum that they attended in Washington D.C.
- Mr. Fullerton reminded Board members of the upcoming business tour and business development seminar.

Platte County Commission Report:

- Commissioner Dusenbery reported that Platte County is receiving an award for being recognized as one of the top 100 communities.

City/Chamber of Commerce Reports:

- Kansas City Councilman Ed Ford reported that the new mayor and City Council members will take office on May second.
- Futurallia is coming to Kansas City May 18-20; the deadline for registration is coming up in a few weeks.
- Karen Wagoner reported that Platte City continues to grow, they have opened a coffee shop and a Wendy's and Heartland Medical Center completed a new addition.
- Jeff Elsea reported that Weston has a new fire station and is looking forward to moving into it in the near future.

Board Comments:

- Former Chair Rosemary Salerno announced a Roast of Pete Fullerton at the Improv Comedy Club on May 4th.

PCEDC INVESTORS

LEADERSHIP



PLATTE COUNTY INDUSTRIAL DEVELOPMENT AUTHORITY

PLATINUM PLUS



PLATINUM

- | | | |
|-------------------------------|-----------------------------------|-------------------------------------|
| ADT Security Services | Heartland Regional Medical Center | Platte County R-III School District |
| Argosy Casino Hotel & Spa | MD Management | Platte-Clay Electric Cooperative |
| Full Employment Council | The National Golf Club of KC | Trammell Crow Company |
| Gardner Construction Co Inc. | Park Hill School District | TranSystems Corporation |
| Harley-Davidson Motor Company | | |