

City of Lawrence
Outside Agency
Bi-annual Report
2016

Reports on activity should be submitted electronically to Danielle Buschkoetter, at dbuschkoetter@lawrenceks.org. Reports on activities from January 2016 to June 2016 are due on July 15th 2016. Cumulative reports on activities from January 2016 through December 2016 are due on February 15th 2017.

Agency Name:

Reporting Period (please check one):

☒ January - June
(deadline July 15)

☐ January – December
(deadline February 15)

- Give a brief narrative of the activities that were funded with City funds over the reporting period checked above.

Through June of 2016, the Economic Development Corporation of Lawrence & Douglas County (EDC) leveraged City of Lawrence financial resources to address the following economic development initiatives:

- Economic Development Partnerships
- Existing Business Support, Retention & Expansion
- Entrepreneurship & Startups
- Workforce Development
- New Business Attraction & Recruitment

Through these core objectives, the EDC strives to improve the economic well-being and quality of life for the Lawrence community by creating jobs and growing the tax base.

- Provide specific detail (and supportive documents, if needed) to demonstrate progress made toward your goals/objectives.

Economic Development Partnerships

- The EDC leverages multiple agency partnerships and organizational memberships to accomplish its goals. Examples of these partners include: Kansas City Area Development Council (KCADC), Kansas Department of Commerce (KDOC), International Economic Development Council (IEDC) and Kansas Economic Development Alliance (KEDA). These entities are critical in establishing business relationships with economic development practitioners and site consultants, acquiring project leads for business relocations and providing access to professional development opportunities, strategic resources and trade publications. A continued supply of prospects business serve economic development agencies and practitioners at national and state levels (respectively) by providing access to professional development, resources & publications related to economic development, and conferences and events.

Existing Business Support, Retention & Expansion

- While great effort is placed on marketing and recruiting outside business to our community, the EDC also places significant emphasis on retaining and support for our existing business. The BizFuel program, established in 2014 in conjunction with City, County, the Lawrence Public Library and KU Small Business Development Center offers educational seminars for small and medium-sized businesses. Through this program, the EDC and the City were also able to successfully apply

through Network Kansas to house the pilot Metropolitan Entrepreneurship-Community Program – a gap funding mechanism to assist with new business start-ups and small business expansions. The program was awarded to Lawrence in late 2015, with much of 2016 dedicated to developing documents and a website to house the program. In June, the first applications for funding were distributed via the KU Small Business Development Center. The EDC also maintains an ex-officio position on the Douglas County Rural e-Program. Beyond these efforts, the EDC also regularly reaches out to and visits with local businesses, through both events and networking activities as well as direct site visits. Thus far in 2016, the EDC has formally visited nine local companies, ranging from food manufacturing to pharmaceutical development and aeronautics. From these visits and other efforts, the EDC has already identified three local companies who are hoping to expand their facilities and create new jobs in the near future.

Entrepreneurship & Start-ups

- As referenced above, the EDC houses the BizFuel and MECP programs to assist burgeoning entrepreneurs and start-ups. It also leverages its industry partners to offer location and technical assistance, from finding a new facility for expansion to sourcing funding and partnerships for development.

Workforce Development

- The EDC, in conjunction with the City, County, USD497 and other partners formed the Dwayne Peaslee Technical Training facility in 2014. It officially opened for enrollment in the fall of 2015 exceeding initial enrollment goals. Through the later part of 2015 to present, the EDC has continued to work with Peaslee Tech on funding and program development. Through its business retention and expansion program, the EDC is able to directly market the services of Peaslee Tech to local manufacturers and other businesses to assist in developing the precise skills local companies to need.

New Business Attraction & Recruitment

- The EDC serves as the marketing and recruitment arm for new business to the City of Lawrence and Douglas County area. Beyond direct efforts through trade and industry event attendance, the EDC often travels out of market to visit with site consultants or hosts familiarization tours locally. It also fields all inquiries for site and building relocations through its strategic partnerships with KCADC and KDOC. Through June of this year, the EDC has seen more than 20 potential projects, being able to respond with available land or buildings for 14 of these – one of which is in the final stages of acceptance as of the writing of this report.

- How have you impacted the citizens of Lawrence?

The EDC, through its economic development initiatives listed above, works to add quality employment opportunities throughout the city, contributing to an increased tax base. Through BizFuel, the EDC and its partners are able to help small business get easier access to available local resources, especially with our new MECP designation from Network Kansas, creating a gap funding mechanism through sold tax credits. The EDC has also impacted workforce development through the creation of Peaslee Tech, which not only provides technical training for local residents, but will also greatly improve the ability of the EDC to recruit companies with primary jobs, highlighting Peaslee Tech's ability to do customized training for multiple industries. The EDC, as the marketing arm for Lawrence and Douglas County, also works to showcase the area at a regional and national level.

- What barriers, if any, have you encountered?

The most evident barrier is the low inventory of land, both commercial and industrial, and the lack of available buildings. While Lawrence VenturePark is a great asset to have in our community, the EDC see requests for tracts of land over 50 acres, and it would not take many of those requests to fill up the land

we have at VenturePark and East Hill Business Park. The EDC also gets a significant amount of requests for rail-served property, something that is very rare in Lawrence.

- Review the line-item budget you provided in your application. How much of your allocation has been spent?

See attached sheet for budget allocations.

Agency Name: *Economic Development*

	2016 Budget	May 2016 Actual - YTD
Revenues:		
Douglas County (Includes KUSBDC)	\$220,000	\$110,000
City of Lawrence (Includes KUSBDC)	\$220,000	\$100,000
Chamber Capital Campaign funds	\$200,000	\$106,018
EDC Management Contract	\$30,000	\$30,000
Beginning Balance	\$5,614	\$5,614
Total Revenues:	\$675,614	\$351,632
Expenditures:		
Business Retention and Expansion	\$30,000	\$94
Regional and National Marketing	\$30,000	\$27,799
National Business Development	\$33,000	\$2,254
Entrepreneurship	\$9,000	\$0
BizFuel	\$40,000	\$5,845
KCADC	\$10,000	\$5,172
BTBC	\$20,000	\$0
KUSBDC	\$40,000	\$10,000
KDOC/Team Kansas	\$5,000	\$0
Kansas Research Nexus	\$10,000	\$4
Capital Campaign Reimbursement	\$33,000	\$33,400
Professional Development	\$11,728	\$2,450
Travel/Mileage	\$15,440	\$1,593
Investor Relations	\$11,000	\$611
Meals and Entertainment	\$2,880	\$1,963
Consulting/Studies/Training	\$0	\$0
Research and Publication	\$0	\$0
Salaries and Benefits	\$339,466	\$145,835
Admin and Overhead		
Dues & Subscriptions	\$1,800	\$4,035
Community Relations	\$1,440	\$308
Advertising	\$5,220	\$2,307
Commercial Insurance	\$3,600	\$1,458
Equipment Lease/Purchase/Maint	\$13,680	\$3,488
Miscellaneous	\$2,520	\$376
Office Supplies/Expense	\$6,480	\$3,590
Professional Fees	\$13,698	\$2,707
Rent/Building Maintenance	\$26,653	\$10,549
Communications	\$0	\$0
Technology Maintenance	\$3,708	\$1,074
Telephone	\$6,240	\$4,899
Utilities	\$2,203	\$2,461
Total Expenditures:	\$727,756	\$274,272