

### Fostering community GROWTH!

Opportunities, sustainable communities, and economic revitalization



### Planning your direction

(LOOKING AHEAD is critical!)



### Know the challenges!

(What are your strengths and weakness!)



### Shortcuts often end in Problems!

(The application of Knowledge is WISDOM!)



### Taking Risk is Necessary!

(Apply Wisdom to know how much)



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### Different Perspective!

(What are your needs – make it happen!)



Don't follow the rest! Be Unique!



Taking Responsibility & Action  
(Leading the charge)



Perception!



Your NOT a fish out of water!  
(Just changing your environment)



Market Yourself Differently!  
(Blend Best of the Past and New Ideas for Future)



Economic development...Defined!



Economic Development is broadly defined as projects or programs that help local economies be more consistent, and grow in size, strength and quality"



## Regional Teamwork Activities:

- Marketing
  - Opportunities (Jobs)
  - Environment (way of life)
  - Incentives (ROZ)
- Agricultural
  - Value Added Businesses
- Energy
- Legislative
- Workforce Recruitment
- Education for Communities & Partners

## “We Have Jobs” Initiative

[www.westernksjobs.com](http://www.westernksjobs.com)



## Understanding the Problem!

- Lack of Workforce for businesses
  - For existing businesses
  - To promote development of new businesses
- Lack of Promotion of Available Diverse Jobs
  - To Parents, K-12 Schools Students & Teachers/Administration, Colleges/Universities
- Lack of Understanding & Promo of Rural Benefits
  - Cost of Living
  - Security
  - Availability of jobs or business ownership advantages
- Lack of Networking Resources
  - Collaboration between groups to keep our workforce here
- Lack of Involvement
  - Incorporation of next generation (youth) into planning
- Lack of Marketing Rural Option to Youth
  - Very little encouragement by educators, universities and parents to stay in a rural area – seen as negative.

## Proposed Beginning to Solution!

“We Have Jobs Initiative”

- Outreach Promotion Tools
- Face to Face Contact with “Ready” Workforce
- Education of our “Future” Workforce – Sharing Options
- Special Research Data (collected)
- Specialized Outreach Avenues (events)
- Promotional Outreach “Professional” (at schools)
- Local Networking – Technical Assistance (list-serv)
- Website Expansion for Initiative
- Marketing – (western Kansas Magazine)

## Programs which are working!

Require Team Work and  
Community Involvement!

## To-Date ROZ Information

- Top 10 Counties (approved apps) – Norton, Pratt, Thomas, Phillips, Kingman, Decatur, Harper, Sherman, Trego, Rooks
- Top 10 Counties (approved apps with budget) – Norton, Phillips, Kingman, Decatur, Harper, Barber, Logan, Hamilton, Edwards, Greeley
- Total Approved = 223
- Total Pending = 221
- Total Forgiveness Dollars approved apps = \$589,464 (½ state – ½ county shared)
- Top 5 States (recruited from - apps): Kansas (351) Colorado (26), Nebraska (26), Missouri (19), Texas (12)

## Network Kansas Programs

- E-community program
- E-community Loans
- Start-up Kansas Program
- KS Capital Multiplier Loan Program
- Kansas Economic Gardening Program
- Technical Support – Entrepreneurial Center



## E-Communities in Kansas (Designated by Network Kansas)



NetWork Kansas Entrepreneurship (E-) Communities  
As of Jan 2012

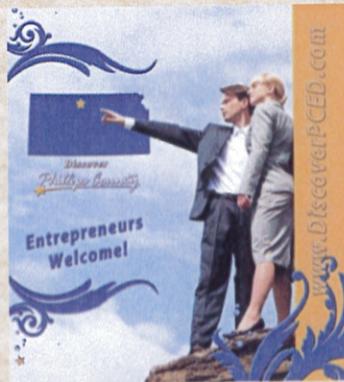
## Community Service Tax Credit Program.

Statistics are for wKREDA area (55 counties)

- Tax Credits Allocated: \$21,376,501
- Total \$ raised from TC: \$30,537,859
- Total Investment w/match: \$61,075,717
- Total Projects: 132
- Economic Impact for community: \$244,302,869
- Cost Benefit Analysis: 4:1 ratio

## CSP Projects (17 years)

- Hospital Updates – 52
- Community – 32
- Health Clinics – 16
- Child Advocacy – 10
- Senior Care – 6
- Recreational – 5
- Historical – 4
- Daycare, Library and/ Theater updates - 6



## Half Penny for Development

- Retailer's Sales Tax
- Gathered from both Non-residents & locals
- More development... more people... more spending... more sales tax... more assistance for development... more growth ...cycle continues!



## Sales Tax Overview

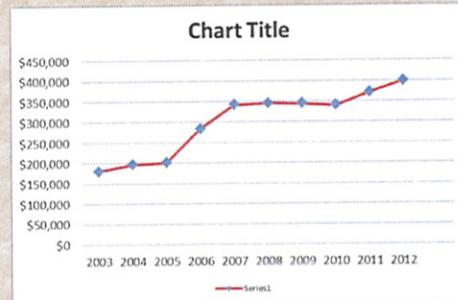
(2003 -2012)

• 2003	\$180,788	E.D office created
• 2004	\$196,945	
• 2005	\$201,480	1 <sup>st</sup> major project -PHAE
• 2006	\$284,338	E.D Sales Tax Started
• 2007	\$341,915	
• 2008	\$345,778	'Grant' program est.
• 2009	\$345,120	Brooke Closed (215 emp)
• 2010	\$340,823	(last 3 yrs – 14 new biz)
• 2011	\$371,933	
• 2012 (projected)	\$399,519	

Over (9) years, sales tax revenue on ½ cent has more than doubled, still trending upward! More shopping local and businesses.

## Economic Indicator

Sales Tax (graph)



## Financials Overview

(6+ years)

ED Sales tax received: \$2,636,400.00

• Financial Support Given to Projects:	\$ 1,212,578	46%
• Missions Reserve Fund	\$ 553,568	21%
• Marketing & Special Projects	\$ 184,522	7%
• Department Operations	\$ 685,370	26%

Extra (non-local) grant revenues received: \$595,000  
(this is in addition to above figures)

From: wKREDA workforce initiative, SCIP, E-community, SBA - CE

## NEW Programs



## “Local” Grant Program

### • Entrepreneur Business & Enhancement Program (EBEP)

- Cost Sharing (grant) program for helping existing businesses and to help create new businesses
- Helps cost share on authorized projects on:
  - Building structure improvement
  - Building enhancement or expansion
  - Needed Equipment or Needed equipment replacement
  - Signage (marketing of business)
- Requires matching funds from applicant
- Requires business plan from applicant

## EBEP Statistics (2008-2012)

- \$746,200 dollars authorized to assist (33) businesses
- 71 jobs retained due to business renovation
- 76 new job positions created
- \$3.978 million dollars (cumulative amount) matched by businesses for improvement or expansion projects
- Total of 4.7 million in new or upgrades to businesses
- Sixteen (16) were NEW entrepreneurial businesses created with grant funding
- Seventeen (17) were expansions or retentions which would not have occurred without “GRANT” funding
- Seven (7) new & one (1) major expansion in queue over next 3 months!

## Financial Incentives - Tool Box

- Student Credit Incentive Program
- Grant writer Assistant Program
- Feasibility Study Support Program
- Neighborhood Revitalization Program – Property Tax Rebate for Improvements
- E-community Loan Program – Low Interest Loan
- PC Loan Program for Mfr.
- Start-up Kansas Loan Program
- NWKPCD – Rural Business Tax Credit Loan program ....others!
- Yearly Workforce Scholarship
- Destination University & Schallert Bootcamp Enrollment Scholarship



## Community Development Activities

### Matching Financial &/or Technical Support

- Majestic Theatre – feasibility study
- Majestic Theatre – digital equipment & building renovation-phase 2
- ABC community Daycare – Logan
- Senior Citizen Center improvements – Phillipsburg
- Youth Leadership Academy support – HS students
- Phillips County Community Marketing – Discover Phillips County
- Leadership & Entrepreneurship speakers – all Jr. & Sr. High youth
- Workforce opportunities (listed daily on website)
- Kirwin Community Foundation (created)
- Logan Community Development Foundation (created)
- Phillips County Community Foundation (created)
- Discover Phillipsburg Main Street
- Assisted Living Project
- Legacy Committee formed through PCED (elder citizen ideas)

## Development Successes

PHAE - Ethanol Plant (going into 2005-2006)

Start



Completion



## Entrepreneurial Growth Wenzl's Retail & Pharmacy

Before



After



## For the Kids – Phillipsburg Park (Before) (After)



## Logan Roadside Park

Before



After



## Majestic Theatre

Before



After



## Pool Improvement

Before



(To be completed) 2013



## Unique Marketing!

**Phillips County billboard has gone coast-to-coast**

Evening

**Billboard**

**Continued from Page 1**

**Sign Solutions**

## Other Marketing

- Semi Trailer – Billboard
- Radio Program
- New Video – Theatres & Web
- #183 billboard
- Website advertising
- New Brochures – Packets – Promotional Items
- Career Fairs
- Other Programs Marketing Phillips County - Schallert



## Looking toward the Future (Pollinating the Entrepreneurial Factor)

- Community Involvement – Strategic Plan
- Youth Involvement on E-community Group
- Youth Entrepreneurship Training
  - ESI sessions <5<sup>th</sup> grade> (E-center)
  - ESI Summer Camp <5<sup>th</sup> -12<sup>th</sup>> (E-center)
  - Venture Kansas pilot <2013> (E-center)
  - YES Program <Pre-K – 3<sup>rd</sup> grade> PCED
- Encouraging a regional business plan competition – conjunction with colleges

## Thoughts to Ponder!

Excellence is the result of:

- CARING more than others think is wise,
- RISKING more than others think is safe,
- DREAMING more than others think is practical, and
- EXPECTING more than others think is possible!

Why do most people not pursue their goals or dreams – F E A R

- F – False
- E – Evidence
- A – Appearing
- R – Real

What you GET by reaching your goals is not nearly as important as what you BECOME by reaching your goals

## Questions?

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