



DOWNTOWN KANSAS CITY
MAJOR BUSINESS RECRUITMENT

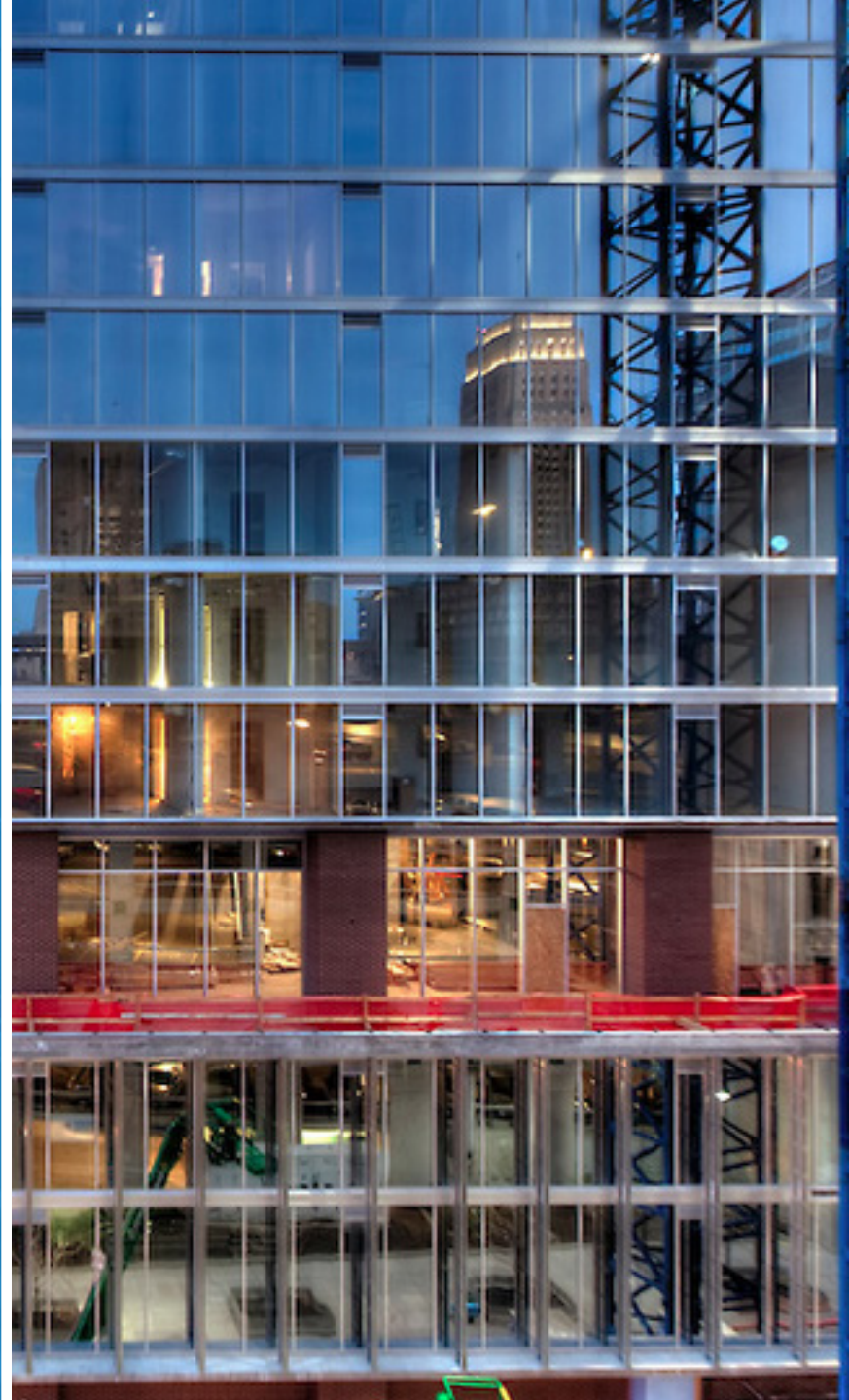


The Major Business Recruitment Initiative would provide a single cooperative office recruitment and development including research, marketing, recruitment and location assistance, as well as connecting potential office tenants and developers with appropriate incentives and resources.



OBJECTIVES

- **Capitalize on recent momentum Downtown**
 - Creation and implementation of CIDs
 - Downtown Streetcar
 - \$1 Billion in development underway or planned
 - Central Library, Kauffman Center, Convention Hotel
 - Downtown living demand
- **Create a better quality of life Downtown**
 - Recruiting major businesses that will promote greater density, upper rent mobility and spark new development
 - Attracting major businesses that will contribute to the unique urban & innovative environment
- **Recognize & promote existing Downtown businesses**
 - Quarterly Business Recognition events
 - Retention issue - identification & resolution
 - Promote current business base as anchors for attracting other major development
- **Simplify the regulatory development process**
 - Leverage shared resources and reduce governmental redundancy



POTENTIAL PARTNERSHIPS

Potential partners include:

- Downtown Council
- City of Kansas City, Missouri
- Greater Kansas City Community Foundation
- Civic Council
- Kansas City Area Development Council
- Economic Development Corporation



BUSINESS PLAN

The Major Business Recruitment Initiative is formulated on three programs essential to the success of the initiative:

- Research & Development
- Direct Marketing
- Direct Recruitment
- Location Assistance





BUSINESS PLAN - RESEARCH & DEVELOPMENT

To attract & retain employers, it is imperative to have the data and research necessary to show imperial information and market comparisons to prove that there is a viable market in Downtown Kansas City.

Objectives:

- Strengthen the competitive position of Downtown Kansas City by developing market data resources that will attract new major office users.
- Identify advantages of being located Downtown; housing, workforce, current development projects.
- Identify and maintain a database of the existing Downtown office mix and key contacts.
- Track Downtown demographic information.
- Identify physical real estate locations and cooperative owners suitable for tenants.





BUSINESS PLAN - DIRECT MARKETING

The marketing and recruitment program will incorporate three strategies to efficiently promote Downtown.

Objectives:

- Develop a “Make it Downtown Kansas City” packet marketing advantages & key statistics identified in Research & Development.
- Develop multi-media publications targeted toward office users outside of Downtown.
- Develop publications targeted towards marketing existing retailers/events to Downtown residents & employees.
- Target specific industry verticals indentified in LaunchKC research and development.
- Directly market the program to specific stakeholders working directly with brokers/agents.



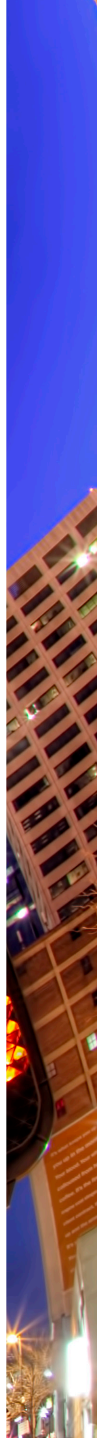


BUSINESS PLAN - DIRECT RECRUITMENT

Proactive measures will be taken to recruit “essential” new businesses to Downtown.

Objectives:

- Build on LaunchKC platform
- Recruit industry verticals identified in LaunchKC research & development.
- Identify business types that would have an interest in expanding into the Downtown market.
- The potential office user would be sent the public relations and marketing information and one to two weeks after be contacted by the Downtown Council staff or consultant to set up a meeting to learn more about the financial benefits and incentives for locating Downtown.
- Marketing would promote the unique characteristics and demographics within the individual neighborhoods of Downtown as well as identifying the existing neighborhood environments.





BUSINESS PLAN - LOCATION ASSISTANCE

The Location Assistance program will incorporate three strategies to simplify the process of relocating to Downtown. The strategies include: Ombudsman Services and Incentive Procurement.

Objectives:

- Simplify the process of locating a business in Downtown.
- Provide one comprehensive resource to guide businesses through the entire process.
- Identify incentives that companies may be able to benefit from directly.



BUDGET LINE ITEMS

Personnel:

- Broker & Outreach Professional 1 FTE
- FET Employee taxes and benefits
- DTC Database Management
- DTC Support Intern

Capital & Operating:

- Business Plan Preparation
- Develop & Maintain List of Existing Businesses
- Develop & Manage Targeted Real Estate Map
- Develop List of Potential Businesses to Recruit
- Data Support Costs
- Economic Impact Study
- Quarterly Broker Events
- Collateral Development - Print & Digital
- Recruitment Conferences Regional & National
- G & A

Total Annual Project Cost:

\$225,000