

EXECUTIVE SUMMARY

I. WHAT IS THE PLAN?

Dickinson County Economic Development Corporation’s “*Driving Dickinson County*” is an aggressive, economic development business expansion and attraction plan. *Driving Dickinson County* has input and support from the private and public sectors within a variety of cities in Dickinson County, business leaders, and Dickinson County. The DKEDC’s *Driving Dickinson County* initiative is designed to raise the necessary funds to develop and implement the DKEDC’s increased economic development initiatives for the next five years.

In partnership with local governments, community organizations and businesses, the Dickinson County Economic Development Corporation (DKEDC) will build a cooperative vision for achieving the five-year measurable goals outlined in its economic development initiatives. The key areas of implementation include:

- Business Retention and Expansion
- Business Recruitment and Marketing
- Entrepreneurship
- Community Branding and Marketing

SUMMARY DESCRIPTION OF THE DKEDC’S DRIVING DICKINSON COUNTY (2018-2022) INITIATIVES

Business Retention and Expansion

Support the growth of existing primary employers in Dickinson County by providing project assistance, and functioning as a clearing house for accessible resources. Conduct business retention/expansion calls to our primary employers with focus on high growth companies, major employers, and companies most at risk.

Business Recruitment and Marketing

Diversify the economy of Dickinson County through the aggressive marketing campaign, and function as the lead agency for economic development in Dickinson County. Develop and implement a plan to increase jobs in Dickinson County. Provide a source for all business recruitment, referrals, special assistance and matters relating to community economic development. Develop marketing materials and fully utilize the website to present the area in a positive manner.

Entrepreneurship

Support the development of entrepreneurial startup firms and small businesses. Champion the development of Regional innovation organizations, encourage availability of risk capital to support start-up and growth-oriented companies, develop social networks of entrepreneurs and venture capitalists in Dickinson County. We will also work to provide mentors for entrepreneurs and encourage industry-university collaboration for innovation.

Community Image Branding and Marketing

Create a Brand for Marketing the County with Community Buy-in. Form consensus within Dickinson County how the county should appear to outside parties. Develop a logo or image to appear on websites throughout the county, school districts, city halls, hospitals, and businesses. Form strong relationships with the Chambers of Commerce, Convention and Visitors Bureau, Community Foundations, Greyhound Industry, Eisenhower Museum and Library and Boyhood Home, the Great Plains Theatre, the Race Car Kansas Auto Racing Museum, leading businesses and others seeking to promote the qualities of the county illustrating unity of our community.

II. HOW WILL DRIVING DICKINSON COUNTY BE IMPLEMENTED?

As a five-year economic development program of aggressive business expansion and attraction, *Driving Dickinson County* will have a tremendous impact on the Dickinson County Area. Funding for the strengthened program will be sought from an expanded base of business and professional firms realizing the potential for improving their community, own market share, visibility and supporting the economic prosperity of the Dickinson County area.

The measurable goals and objectives for *Driving Dickinson County* have been developed through a process that involved many stakeholders and community leaders. This process ensures that DKEDC’s goals for this economic

development initiative mirror the needs of the business community, public sector officials and other area leaders in Dickinson County.

Once the fundraising campaign is over, tapping the expertise of our investors will be an integral piece of the **Driving Dickinson County** initiative. Our investors will benefit from an enhanced reporting system that will benchmark the DKEDC's economic development efforts. Full financial disclosure and accountability will continue throughout the **Driving Dickinson County** initiative. Additionally, DKEDC will continually develop opportunities for investor involvement in the program's execution and implementation.

III. WHAT ARE THE BENEFITS?

The economic development programs of the DKEDC in the preceding years have been funded and guided both by the public and private sectors. Recent studies of highly effective economic development programs across America indicate that a joint partnership between the public and private sectors to be the best model for increased economic growth with the private sector providing more leadership and funding. It is anticipated the public sector's annual funding will continue and work with the private sector to leverage increased success.

The DKEDC commits to a program of work with dramatic impacts for the cities of **Abilene, Carlton, Chapman, Enterprise, Herington, Hope, Manchester, Solomon, Woodbine and Dickinson County** over the next five years. In addition to increased national and regional awareness of the Dickinson County area, our key economic development goals for 2018 thru 2022 are:

Number of FTE Primary Jobs to be Created/Retained:	250 over five years
Targeted Annual Salaries:	\$33,773
New Capital Investment Generated:	\$50,000,000 over five years
Business Retention and Expansion Visits:	30 per year

The targeted annual salary of \$33,773 represents a 15% increase over the latest median wage of \$29,366 in Dickinson County as reported by the Kansas Department of Labor – Kansas Wage Survey, 2016.

IV. HOW WILL YOUR INVESTMENT BE SPENT?

The five-year cost for **Driving Dickinson County** is a minimum of \$1.0 million invested by the private sector and in partnership with the funding by the public sector of Dickinson County. The area's businesses, individuals, institutions, civic groups and foundations will be asked to invest in this economic development program. Each investment request will be based on the individual investor's stake in the community, **Driving Dickinson County's** components, the projected return on investment and the projected community and economic development enhancements that accrue to the region because of the program. The investors in **Driving Dickinson County** will be the organization to insure accountability for funding and outcome.

INVESTMENT SPENDING 2018 thru 2022	
DRIVING DICKINSON COUNTY FIVE-YEAR BUDGET	
Business Retention and Expansion	\$220,000
Business Recruitment and Marketing	\$300,000
Entrepreneurship	\$240,000
Community Image Branding and Marketing	\$240,000
<i>*TOTAL</i>	<i>\$1,000,000 plus five-year budget</i>

**The total represents a minimum investment to put the initial priorities in place. The target is to exceed the minimum threshold in order to expand the effectiveness of all four initiatives.*

The DKEDC's economic development activities are periodically reviewed and revised in partnership with the investors and based on economic trends, successes and yearly work programs.



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