ECONOMIC DEVELOPMENT COUNCIL MEETING

Wednesday, December 18, 2024 – 8:15 A.M.

Training Room - 210
Blue Springs City Hall
903 W Main St.
Blue Springs, Missouri

1. Call Meeting to Order
2. Confirmation of Quorum
3. Approval of August 21, 2024 Minutes
4. Overview of Economic Development SWOT Analysis
5. Project and Development Update
6. Comments/Questions from EDC Members
7. Board Strategic Planning and Discussion
8. Adjourn

Posted Thursday, December 12, 2024 at City Hall, 903 W Main Street, Blue Springs, MO and on the City's website. A quorum of the City Council may be in attendance; however, no City Council votes will be taken.

CITY OF BLUE SPRINGS, MISSOURI
MINUTES OF ECONOMIC DEVELOPMENT COUNCIL MEETING
WEDNESDAY, August 21, 2024

A meeting of the Blue Springs Economic Development Council was held at 8:15 a.m. on Wednesday, August 21, 2024, in the Administration Training Room of Blue Springs City Hall, 903 W. Main Street with Vice Chair Lyle Shaver presiding.

CONFIRMATION OF QUORUM

Lyle Shaver, Vice Chair
Ann Benson
Terri Gilgour—Absent
Adam Hathhorn
Kirk Lair
Kirk Sampson
Robin Terry-Revels—Absent
Lara Vermillion

STAFF & OTHER ATTENDEES

Senior City Development Director Mike Mallon, Recording Secretary Traci Breshears, Susan Culpepper District 3 Councilmember

CALL MEETING ORDER

Vice Chair Shaver called the meeting to order at 8:17 a.m.

APPROVE APRIL 17, 2024 MINUTES

Member Sampson moved to approve the minutes of the June 20, 2024 meeting of the Economic Development Council. The motion was seconded by Member Lair and carried unanimously.

UPDATES:

A. RETAIL STRATEGIES

Senior Director Mallon gave the Council an update on Retail Strategies and showed the presentation they did at the City Council Meeting on July 15, 2024. Mr. Mallon discussed that Retail Strategies represented the City at shopping conferences to bring business to the City. The presentation showed that the city pulls customers from east past Odessa, south of Lone Jack and north as far as Buckner. Using their gap analysis, Retail Strategies has identified that our city is lacking in clothing, lifestyle (general merchandise and food and beverage) and grocery. The opportunities for retail recruitment are predominantly along I-70, 7 Hwy, the 7 and 40 intersection and then key interchanges at Woods Chapel and Adams Dairy Parkway. Mr. Mallon discussed that the City has had a history of being the first city in the metro to get new restaurant concepts, and Retail Strategies is using it to establish the City's unique market position. The company sets a three-year timeline from the idea to opening of a business. Mr. Mallon stated that when working with retailers and developers in Planning, that his team tries to meet the timeframes they want to work in. Member Vermillion stated that that message would be great to get out to new developers and retailers. Member Lair stated that if the Fire Department is slowing Planning down that they can speed up their process. Mr. Mallon stated that is not the case and that it is an old perception. Member Sampson asked where the grocery store would go. Mr. Mallon stated there is a demand in and around Woods Chapel and I-70 area from a public perception standpoint. The population headcount isn't there according to grocers we have talked to, however, the apartment complex that going in at the northeast corner of I-70 and Woods Chapel will raise the population in that area, so a grocer may be more likely to want to come in there. Member Sampson asked about putting a grocery store on the south end. Mr. Mallon

said that is the next big area to push for and that the area Lowe's and Walmart previously wanted to build by Colbern and 7 would be the prime area.

B. REQUESTS FOR PROPOSALS

Senior Director Mallon discussed the City's property located on Adams Dairy Parkway just south of St. Luke's Medical Center. Mr. Mallon showed what was sent out to developers and discussed what the City is looking for with that space, which is retail, mix-use, and possibly high-end high-density residential. Member Shaver asked when the RFP was released. Mr. Mallon stated it was released July 16, and the return date is October 18. Member Sampson asked if we will be giving incentives and Mr. Mallon stated that in the RFP it is stated that a preference will be given to those who do not solely rely on incentives.

C. DOWNTOWN MASTER PLAN UPDATE

Mr. Mallon discussed the Downtown Task Force's goals. The Task Force presented to City Council on Monday and 3 motions were adopted. The first being an RFP for the lumberyard property owned by the City. The RFP will go out in September. The second being working on Downtown Streetscapes. The Council wants the City to engage with a design consultant to look at the streetscapes and infrastructure to design new sidewalks, parking, infrastructure improvements and the entrance feature on the east side. The last motion is to work on Central Park. Council wants to engage a design consultant to have a design created using the "Gathering Concept".

D. ECONOMIC DEVELOPMENT MANAGER

Mr. Mallon then discussed the update of the Economic Development position. The City is interviewing the finalists on Thursday with City Council to get their input and make sure they are a good fit. The hope is that an offer will be made in the next week or two.

E. RULES AND PROCEDURES

Mr. Mallon went through the rules and procedures and asked that the members sign in acknowledgement of understanding the rules and procedures.

NEXT MEETING

The next meeting of the Council will be Wednesday, October 16, 2024.

ADJOURNMENT

At 9:16 a.m. there was no further business to come before the Economic Development Council, Member Lair moved the meeting be adjourned. The motion was seconded by Member Vermillion and carried unanimously.

BLUE SPRINGS ECONOMIC DEVELOPMENT COUNCIL

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Lyle Shaver, Vice Chair

A SWOT analysis is a strategic planning tool used to identify and evaluate the Strengths, Weaknesses, Opportunities, and Threats related to a project, organization, or business venture. It provides a structured framework to assess internal and external factors that can influence success.

Purpose of a SWOT Analysis:

To identify strategic priorities and allocate resources effectively.

To inform decision-making by understanding internal and external dynamics.

To anticipate challenges and prepare mitigation strategies.

To capitalize on opportunities and build upon strengths.

Blue Springs Missouri SWOT Analysis Overview

Strengths

1. **Strategic Location**: Positioned advantageously near major transportation routes and the Kansas City metro area.
2. **Skilled Workforce**: A well-educated population with diverse skills, ready for industry demands.
3. **Business-Friendly Environment**: Policies and incentives supportive of business growth and investment.
4. **Strong Local Retail Sector**: A thriving retail scene that serves the local community and attracts visitors.
5. **Quality of Life**: Excellent schools, recreational amenities, and safe neighborhoods attract families and businesses.

Weaknesses

1. **Limited Large-Scale Industry**: A smaller industrial presence compared to some neighboring cities.
2. **Commuter Dependency**: High percentage of residents leaving the city daily for work, impacting local economic retention.
3. **Land Availability**: Declining space for commercial and industrial development limits growth potential.

Opportunities

1. **Enhancing Revenue Streams**: Identifying and leveraging new avenues, like tourism or innovative funding mechanisms.
2. **Downtown Redevelopment**: Revitalizing the downtown area to boost local business and attract visitors.

3. **Collaboration with Metro Area Partners**: Working with neighboring cities to create synergies and shared benefits.
4. **Technology Initiatives**: Investing in smart city technologies, broadband, and tech-focused industries.

Threats

1. **Economic Downturn**: A slow economy could hinder consumer spending and investment.
2. **Rising Costs of Infrastructure**: Increasing expenses could strain budgets for critical projects.
3. **Competition from Neighboring Cities**: Nearby areas vying for the same businesses and workforce.
4. **Reduction in Birth Rate**: Long-term demographic trends potentially reducing future workforce availability.