



2007 Plan of Work and Measures of Achievement

Our Mission: To foster economic growth and development for the purpose of enhancing the quality of life in the Liberty Missouri area.

Our Goal - Achieve measurable improvements in the four 2007 operational priority areas:

Priority Area One: Business retention and expansion

- A. Respond to the needs of the business community
- B. Improve the overall area business environment
- C. **Continue to work to bring a conference center/hotel to the Liberty area.**

Priority Area Two: Business attraction

- A. Attract new businesses
- B. Market the Liberty area in order to attract new business

Priority Area Three: Strengthening the organization

- A. Raise \$244,000 in operating funds
- B. Identify needed operational improvements
- C. Demonstrate organizational impact - achievements

Priority Area Four: Improve communications

- A. Identify audiences
- B. Develop messages for the audiences
- C. Implement message timing & delivery



I. Priority Area One: Business retention and expansion

I- A. Respond to the needs of the business community

1. Use the Synchronist software for existing business visits to identify business opportunities and threats.
2. Continue to work at the committee level to consider, prioritize and suggest action to address issues identified for Partnership involvement.
3. Use the resolution process with appropriate organizations to review issues needing attention resulting from the visits.
4. Respond to the issues identified in the business visits
5. Report on the business visits
 - a. A complete annual report including details characteristics of the participants and key findings will be provided to investors and visit participants

I- B. Improve the overall area business environment

1. Address issues that may arise outside of the business visits
2. Bring to the board issues which need action/comment from the Partnership
3. Continue to follow-up the CHAT and the Cost Study
4. Work on the conference center in order to improve the business environment
5. Coordinate and host an annual event to recognize local business success

Measurements of achievement for the Priority Area I: Business retention and expansion

- # of business visits completed and reported in the business retention & expansion annual report
- # of issues identified, addressed and/or forwarded to appropriate organizations and resolved by the Partnership
- City regulations identified by the committee are revised
- the cost of doing business in the Liberty area is competitive in the metro area
- # of unsolicited business contacts with the Partnership
- conference center project continues toward development
- annual event held and well-attended (minimum 100 people)

II. Priority Area Two: Business attraction

Attract new businesses

II-A. Have all the economic development tools and processes in place in order to maximize the opportunity for attracting new businesses

1. Identify target industry sectors and subsequent list of companies to recruit to the Liberty area
2. Maintain a database of available sites and buildings in the Liberty area through the LocationOne Information System provided by Aquila
3. Manage and coordinate site location projects that consider Liberty through the Kansas City Area Development Council (KCADC), through the Missouri Department of Economic Development and through the Clay County Economic Development Council
4. Respond to inquiries via telephone, email, walk-ins and appointments with information about the Liberty area, tours and site location research

II-B. Develop and implement a business attraction marketing plan in order to promote the Liberty area in order to attract new businesses attention and prospects

1. Market the Liberty area through national, regional and local advertising.
2. Market the Liberty area by hosting national site location consultants
3. Market the Liberty area by participating in appropriate tradeshows
4. Market the Liberty area by participating in marketing trips to targeted companies
5. Market the Liberty area by hosting and coordinating a familiarization tour.
6. Cooperate with Historic Downtown Liberty Inc. to market downtown Liberty
7. Market the Liberty area through updated print materials and the website

Measurements of achievement of Priority Area II. - Business Attraction

- Targeted list of industries/companies developed and contacted
- # of hits to the sites & buildings database which has up-to-date listings
- # of responses to KCADC, MODED, CCEDC initiated projects & inquiries
- # of ads placed, tradeshows attended, events hosted, material packets distributed AND viable leads produced
- # of website hits
- # of projects which chose the Liberty area
- The economic impact of successful projects is greater than the Partnership's annual budget thus indicating a positive return on investment

III. Priority Area Three: Strengthening the organization

III- A. Raise money to operate the Partnership in 2007

1. A fundraising taskforce will outline a fundraising plan to be implemented by board members
2. Fundraise a minimum of \$244,000.00 for the 2007 operating budget

III- B. Have an effective and efficient economic development organization that follows its outlines strategies

1. Identify and address needed operational improvements

III- D. Demonstrate organizational impact, achievements

1. Develop a 'scorecard' in the organizational improvement committee which will be used to measure achievements
2. The taskforce will regularly measure progress and report it to the board

Measurements of achievement for the Priority Area III: Strengthening the organization

- Board members are engaged in fundraising and goal has been met
- Organization's structures and processes are improved.
- The scorecard has been developed, implemented and used regularly for reporting.

IV. Priority Area Four: Improve Communications

IV- A. Identify our specific target audiences

1. Audiences could be internal i.e. investors, external i.e. prospects and general public.

IV- B. Identify the communications objectives & develop messages for each audience

1. Know what the objectives for communication are for each audience
2. Develop the message for each audience based on the objectives
3. Develop a comprehensive communications plan for audiences
 - a. Utilize a range of public relations efforts which could include quarterly progress reports, articles written by staff, Investor E-News, response to reporters' calls

IV-C. Develop and implement a schedule and vehicle for message(s) delivery

1. Timing of communication with each audience could vary and must be identified
2. Methods of delivering the messages to each audience could vary and should be identifies
3. Be involved with organizations and agencies as needed including but not limited to the Liberty Area Chamber, Clay Economic Development Council, Historic Downtown Liberty, Society of Industrial & Office Realtors, KC CREW(network of commercial real estate

women), Missouri Economic Development Council (state-wide professional organization), International Economic Development Council (national professional organization), East Clay Rotary Club

Measurements of achievement for the Priority Area IV: Improve communications

- ALL audiences are aware of the Partnership and its efforts
- Communication plan is completed and implemented
 - Measures could include # of communications with investors, # of attendees at Partnership sponsored events, meetings, # of articles written and published, # of presentations made, # of quotes in the press, completed and distributed quarterly progress reports, completed and distributed newsletters, involvement in other organizations has impacted Partnership efforts