



2020/2021 BUSINESS PLAN

EDC Mission Statement: Engage the public and private sector at local, regional, and national levels to attract capital investment, create and retain jobs, and promote sustainable economic growth in Independence.

Goals and Objectives: Long-Term Goals for completion by 2021

- ***Coordinate investor campaign with the goal of increasing investment base to 200 members and/or increasing INEDC revenues by \$45,000 by the end of 2021***
- ***Develop a strategy to attract philanthropic gifts to the EDC***

Goals and Objectives: Long-Term Goals for completion by 2025

- ***Increase median household income to \$55,000***

Organization's Focus in 2020/2021

Development

- Development of industrial/business park including construction of speculative industrial space.
- Evaluate existing empty properties for potential new uses
- Create a development-ready site
- Explore regional market demand for refrigerated space, manufacturing, warehousing, distribution, e-commerce, and technology

Business Retention and Expansion

- Continue development of video library which highlights Independence employers and the types of jobs they offer/skills needed. The videos will be made available to the public along with area high schools to share with students considering career paths.
- Create and Implement a business survey
- Work with Ennovation Center graduates to help them stay and grow in Independence
- Recognize the growth of existing businesses through annual business awards program and iNpact award presentations.
- Continue group to support local craft beverages
- Continue pursuit of recertification of Work Ready Communities.
- Implement Synchronist business retention survey system.
- Coordinate Independence Works 2025 efforts with community partners



Enhance Relationships

- Support local school districts with their career readiness programs and help connect schools with local employers.
- Continue participation with KCADC in joint marketing efforts as financial resources allow.
- Partner with the City to streamline the process of starting a business in Independence
- Support growth and investment on the Independence Square, Englewood, and other redevelopment opportunities
- Continue dialogue with the Independence City Council including yearly reports by the President
- Continue relationships with the real estate community
- Market the EDC to the business community, development community and to citizens of Independence
- Partner with the City of Independence to improve the experience of starting/expanding a business in Independence
- Advocate for legislative and public policy outcomes of concern for Independence

Investor Engagement

- Enhance relationships with current investors and grow membership
- Continue webinars and newsletters
- Collect and film testimonials from investors
- Continue to create investor networking opportunities
- Host annual community Leadership Exchange Trip
- Dedicated industry group meetings

Ennovation Center

- Serve as one-stop location for small business start-up assistance and entrepreneurship programming.
- Explore and embrace at home businesses
- Explore the idea of a makers space in Independence
- Collaborate with local business resources to create an environment of entrepreneurship in the metro