



## STRATEGY OVERVIEW

**Mission:** To lead efforts to increase economic activity and opportunities within the community

The City of Butler desires to create a pro-active and focused economic development strategy to improve the economic base and activity within the broader community. To create a proper focus and to allocate limited resources where they will be most impactful, the city leadership and community stakeholders have identified the following priority goals:

1. Broaden the economic base of the community
2. Increase economic activity within the community
3. Improve the quality of place attributes of the community

**Successful Strategies are:**

- *Focused*
- *Actionable*
- *Achievable*

### GOAL #1: BROADEN THE ECONOMIC BASE OF THE COMMUNITY<sup>1</sup>

1. Create an economic development effort focused on attracting primary businesses to the community (a primary business sells their product outside the regional economy bringing new dollars into the economy).
  - a. Create an economic development consortium and advisory board to focus on business attraction
  - b. Develop or contract with economic development staffing expertise
2. Attract primary businesses to the community
  - a. Connect and collaborate with state and regional marketing partners
  - b. Inventory and secure and develop additional industrial property
  - c. Develop toolbox of programs, services, and incentives for business attraction
3. Grow and retain primary businesses in the community
  - a. Launch community business retention and expansion program

### GOAL #2: INCREASE ECONOMIC ACTIVITY WITHIN THE COMMUNITY<sup>2</sup>

1. Encourage business development.
  - a. Strengthen the community owned and operated retail establishments within the community
  - b. Promoting small town and agricultural tourism opportunities within the region
  - c. Partner with the Chamber of Commerce to serve the needs of retail, hospitality, and service industries

### GOAL #3: Improve the Quality of Place Attributes of the Community<sup>3</sup>

1. Develop a comprehensive plan to guide future development
  - a. Create opportunities to address housing needs
  - b. Create a plan for improving/maintaining community aesthetics
  - c. Inventory available development site(s) and buildings
2. Develop an infrastructure plan to accommodate the expansion businesses and related growth.
  - a. Expand critical infrastructure to accommodate growth, ie. water, sewer, electric, gas, and transportation assets
  - b. Improve access to the downtown square business district and create a plan for a connected community

<sup>1</sup> The city, economic development advisory committee and the economic development consultant will lead the efforts of broadening the economic base through business attraction, business retention and business development.

<sup>2</sup> The city and economic development advisory committee with support of the economic development consultant will facilitate increasing economic development activity within the community in partnership with other community-based organizations.

<sup>3</sup> The city will lead the efforts to improve the quality of place through community and infrastructure planning efforts.

## STRATEGIC ACTIONS

## BUSINESS ATTRACTION EFFORTS (ED Committee Leadership)

1. Connect and collaborate with state and regional marketing partners
  - Missouri Partnership
  - Missouri Department of Economic Development
  - Kansas City Economic Development Council (KCEDC)
2. Develop business attraction RFI response information to include
  - Development opportunities marketing material
  - Community information
  - Utility capacity and rates
  - Site and locator maps
  - Target industries
  - Labor market analysis
  - Community and site competitive analysis
3. Enhance local leadership RFI response and site visit experience
4. Inventory and secure and develop additional industrial property
  - Identify and map prime industrial property
  - Contact local property owners to secure real estate option
  - Enter controlled sites in Location One
5. Develop a toolbox of programs, services and incentives to enhance business attraction efforts

**CITY OF BUTLER MISSOURI**

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**Commute - In**  
In 2021, more than 900 workers (about 45% of Butler's total workforce) commuted into the City to work.

**Commute Within**  
In 2021, about 280 workers commuted within the city limits, which represents about 13.6% of the City's workforce.

**Commute Out**  
In 2021, about 620 workers commuted out of the City to work.

**City of Butler Commute Industry Breakdown**

Industry	Commute Type	Count
Goods Producing	Commute In	~450
Trade, Transportation, and Utilities	Commute In	~250
All Other Services	Commute In	~200
Goods Producing	Commute Within	~100
Trade, Transportation, and Utilities	Commute Within	~50
All Other Services	Commute Within	~50
Goods Producing	Commute Out	~400
Trade, Transportation, and Utilities	Commute Out	~200
All Other Services	Commute Out	~100

**Top 10 Zip Codes Employing Butler Residents**

**BOCK PROPERTY**

**Property Overview**  
Acreage: 22.000 / acre  
Available Acres: 85  
Adjacent Available Acres: 11  
Zoning: Agriculture  
Within City Limits: No

**Property Description**  
Industrial/Commercial-adjacent to the Butler Industrial Park, has rail access and easy access to I-49. Is currently zoned Ag.

**Property Notes**  
Site has been mapped. Three phase electric service currently available through Dodge Valley Electric Cooperative. A high-pressure natural gas line is proximate to the site (Sherry Utilities), and water (30') and sewer (8-24") is provided by the City of Butler. Telecommunication service can be provided by CenturyLink.

**Locator Map**

**Aerial Site Map**

**Interstate and Highways**

The City of Butler has excellent access to I-49 between the Red and Fayetteville – I-44 MSA, two fast metropolitan areas in the U.S.

The City of Butler takes advantage of this corridor for primary manufacturing and logistics.

serviced by the short-line operator Missouri & Northern Arkansas Railroad, now a division of Genesee & Wyoming Railroad. G&W's line connects to Kansas City, the largest rail terminal and inland port in the United States, and to Newport, Arkansas and can connect with 3 Class I operators:

- BNSF (Aurora, MO and Joplin, MO)
- CPKC (Joplin, MO)
- Union Pacific (Kansas City, MO and Newport, AR)