



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 COMMUNITY¹

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 COMMUNITY²

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 Community³

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

¹ 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.

² 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.

³ 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

