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# Economic Development Strategy

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**City of Chanute, KS**

*Patrick Hanlon, Senior Project Manager*

# PGAV, Inc.

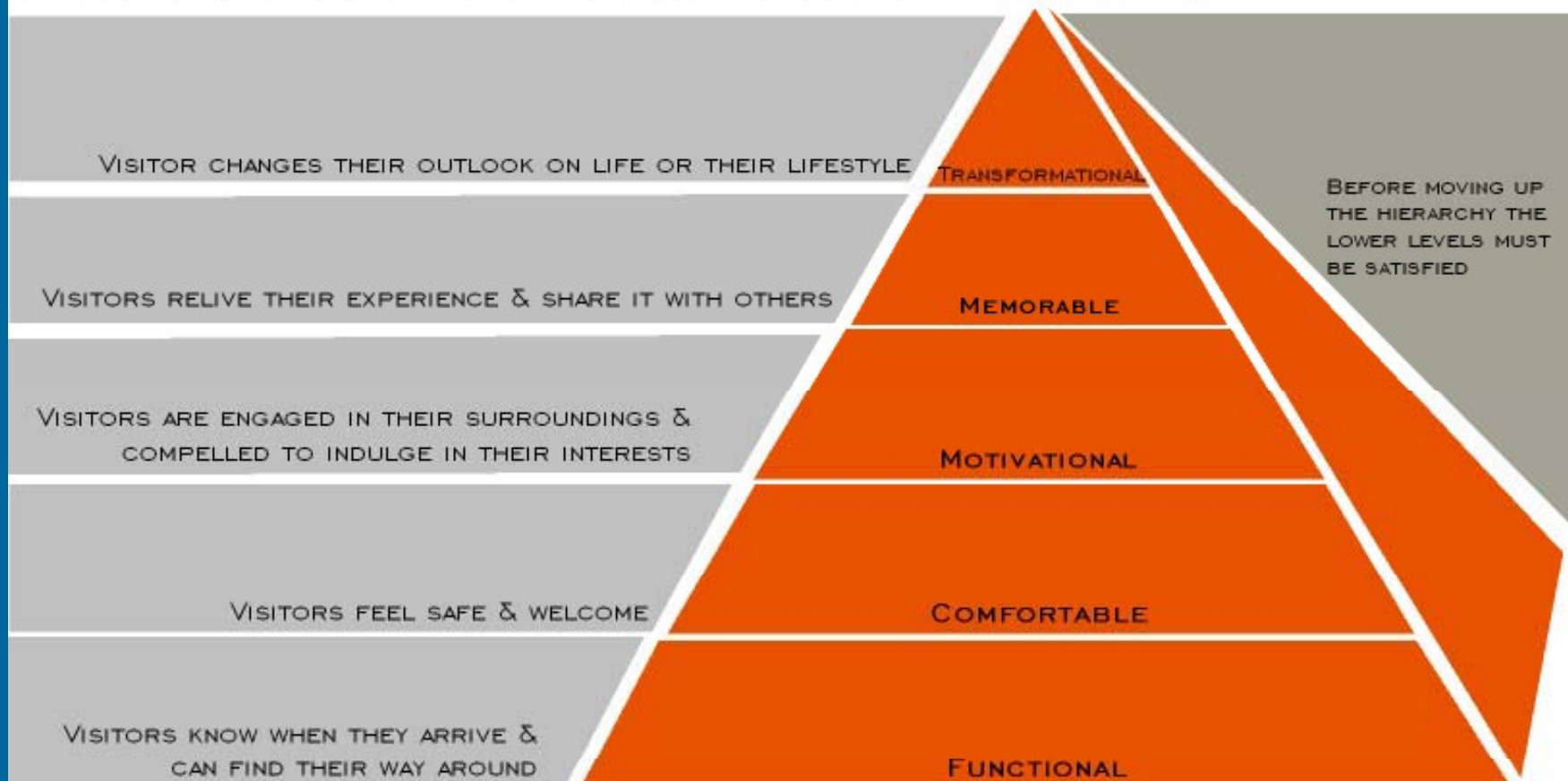
- 43 years old
- 120+ employees
- Offices in Kansas City, KS and St. Louis, MO
- 3 Main Service Areas
  - Architecture
  - Destination Consulting
  - Urban Consulting

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# Chuck Banks & Associates

# Representative Work: DREAM Initiative

## DREAM DESTINATION ASSESSMENT HIERARCHY OF NEEDS



# General Scope Proposal

- Identify Community Resources
  - Utilize Local Industry Survey
  - If Necessary, Conduct one-on-one Interviews
  - Conduct Labor Force Assessment
  - Document Physical Assets and Infrastructure
  - Document Community Assets and Infrastructure

# General Scope Proposal

- Retail Market Analysis
  - Field review of Primary Retail Areas
  - Identify Primary and Secondary Trade Areas
  - Create Market Profile
  - Conduct Gap Analysis
  - Match Targeted Sectors to Opportunity Areas

# General Scope Proposal

- Create Economic Development Strategy
  - Make Recommendations on Organizational Structure
  - Identify Benchmarks to Measure Success
  - Outline Strategies that Utilize Competitive Advantages While Simultaneously Address Disadvantages:
    - Key Industry Anchors/Customers/Clusters
    - Workforce Competitiveness
    - Flexibility and Adaptability to Changing Industrial Needs
    - Environmental and Economic Sustainability
    - Regional Collaboration

# General Scope Proposal

- Develop Marketing Material
  - Prepare Industrial/Commercial Development Brochures and Fact Sheets
  - Prepare Retail Attraction Brochures
  - Prepare “cut sheets” on available properties

# Questions

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