

Chanute Economic Development Strategy

Update Presentation
August 19, 2010

Patrick Hanlon

Senior Project Manager

Jeremy Hayes

Senior Project Manager

Chuck Banks
Principal

PGAV**PLANNERS**

cb chuckbanks
ASSOCIATES

Agenda

- Project is about half way completed
- A lot of information, public involvement, beginning to formulate recommendations
- Continue our focus and vision refinement

Schedule

Version 4.0		Yellow cells = cells for data		Month-1					Month-2					Month-3					Month-4				Month-5				Month-6										
WBS	Tasks	Plan Start	Plan Finish	5/17	5/24	5/31	6/7	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4	####	####	####	####	11/1	11/8	####						
Chanute Economic Development Strategy																																					
1	ED Strategy Approach Presentation	15-Apr-10	15-Apr-10																																		
2	Identify Community Resources	#####	30-Jul-10																																		
2.1	Field Work Preparation/Plan Review	24-May-10	4-Jun-10																																		
2.2	Document Community Assets	31-May-10	2-Jul-10																																		
2.3	Document Incentive Programs	31-May-10	2-Jul-10																																		
2.4	ED Committee Presentation/Q&A	17-Jun-10	17-Jun-10																																		
2.5	Initial Field Work	17-Jun-10	18-Jun-10																																		
2.6	Field Work Data Collation	21-Jun-10	30-Jul-10																																		
2.7	Review Business Survey	21-Jun-10	30-Jul-10																																		
2.8	Field Work	14-Jul-10	16-Jul-10																																		
2.8	Conduct Additional Interviews	14-Jul-10	16-Jul-10																																		
2.8	Information Gathering Charettes	15-Jul-10	15-Jul-10																																		
3	Destination Assessment	17-Jun-10	20-Aug-10																																		
3.1	Identify Destinations/Assets	17-Jun-10	24-Jun-10																																		
3.2	Stakeholders Interview	21-Jun-10	16-Jul-10																																		
3.3	Identify Strategies	19-Jul-10	31-Jul-10																																		
3.4	Final Report	2-Aug-10	20-Aug-10																																		
4	Labor Force Assessment	14-Jun-10	24-Jul-10																																		
5	Org Structure Review	#####	19-Aug-10																																		
5.1	Entity Evaluation	24-May-10	18-Jun-10																																		
5.2	Membership Evaluation	21-Jun-10	17-Jul-10																																		
5.3	Financial Evaluation	19-Jul-10	31-Jul-10																																		
5.4	Technical Memo Prep	2-Aug-10	18-Aug-10																																		
5.5	Tech Memo Presentation	19-Aug-10	19-Aug-10																																		
6	Retail Market Analysis	2-Aug-10	15-Sep-10																																		
6.1	Plan Review & Data Collection	2-Aug-10	7-Aug-10																																		
6.2	PTA Identification	9-Aug-10	14-Aug-10																																		
6.3	Competitor Analysis	16-Aug-10	21-Aug-10																																		
6.4	Market Profile	23-Aug-10	28-Aug-10																																		
6.5	Target Sector Analysis	30-Aug-10	3-Sep-10																																		
6.6	Retail Opportunity Analysis	6-Sep-10	15-Sep-10																																		
7	Economic Development Strategy	16-Sep-10	18-Nov-10																																		
7.1	Kick Off Meeting	16-Sep-10	16-Sep-10																																		
7.2	Previous Task Summary	20-Sep-10	24-Sep-10																																		
7.3	Marketing Assessment	27-Sep-10	8-Oct-10																																		
7.4	Develop Objectives	27-Sep-10	8-Oct-10																																		
7.5	Economic Development Structure Finalized	11-Oct-10	21-Oct-10																																		
7.6	Present Findings and Recommendations	21-Oct-10	21-Oct-10																																		
7.7	Prepare E.D. Brochure	22-Oct-10	29-Oct-10																																		
7.8	Prepare Retail Brochure	1-Nov-10	5-Nov-10																																		
7.9	Prepare Industrial Property Sheets	8-Nov-10	17-Nov-10																																		
7.10	Final Plan and Marketing Material Presentation	18-Nov-10	18-Nov-10																																		

INFORMATION GATHERING

PHYSICAL INFORMATION

- Industrial Parks
- Development Opportunities
- Infrastructure Conditions
- Land Use / Zoning

ECONOMIC INFORMATION

- Real Estate Market Dynamics
- Retail Market Profile
- Demographic Trends
- Workforce Data
- Commercial Activity

ORGANIZATIONAL INFORMATION

- Past & Ongoing Efforts
- Structure/Relationships
- Financial Capacity
- Stakeholders

PERCEPTIONS & VISION

- Community/Residents
- Business Leaders

ANALYSIS

RECOMMENDATIONS

ORGANIZATIONAL STRUCTURE

BUSINESS DEVELOPMENT

BUSINESS ATTRACTION

MARKETING / PROMOTION

WORKFORCE DEVELOPMENT

RETAIL MARKET DEVELOPMENT

HOUSING / QUALITY OF LIFE

DESTINATIONS & TOURISM

STRATEGIC
PLANNING

IMPLEMENTATION

Organizational Enhancement and Development

Business Development & Retention Programs

Financial Incentive & Tax Credit Utilization

Proactive Business Recruitment

Promotion Campaigns

Workforce Initiatives

Retail Attraction Programs

Local Communication and Outreach

PUBLIC PARTICIPATION & COMMUNICATION

Project Progress

- Project Milestones:
 - Four Focus Groups Completed
 - Scheduling Young Young Leaders
 - Numerous Interviews Completed
 - Word is Out
 - Draft Web Survey Prepared
 - Kick-Off Meeting Held
 - Retail Market Profile Created
 - Issues Identified, Beginning Refinement

Interim Results

- Destination Assessment
 - 1.5 – 2 hours from everywhere
 - Few people know it
 - Need to build on this
 - Have many amenities
 - Need to build critical mass
 - Create a niche
 - Have 200+ hotel rooms
 - Need new and high end
 - Have great parks
 - Need to continue to build on success (pool) with the rest of the parks (ball fields, lake, R/V)
 - Downtown is big asset
 - Continue to development Downtown's destination appeal

Interim Results

- Destination Assessment
 - Wayfinding/Entryways/Corridors
 - Highway Presence/Development Control
 - Regional Collaboration BIGGER PRESENCE
 - Brand Unification for tourism
 - Innovation
 - Adventure
 - “Small Town, Great Big Life”
 - Expand Event Schedule
 - Music, movies, tournaments
 - Expand Destination offerings
 - Possible convention space
 - ATV/Off-Road Park
 - Music Amphitheatre
- Refinement

Interim Results

- Focus Group Results
 - Family, Safe, Amenities
 - Job Opportunities
 - Better Residential Options
 - Technological Innovation
- Stakeholder Interviews
 - Buy-in dependent upon our recommendations
 - Our recommendations dependent upon buy-in

Interim Results

- Organizational Structure
 - Interviews
 - Observations

Next Steps

- Important Dates:
 - August 30 – Progress Conference Call
 - September 16 – Strategy Working Group
 - September 27 or October 4 – Conference Call
 - October 21 – Presentation of Initial Strategy Recommendations and Findings
 - November 8 – Conference Call
 - November 18 – Presentation of Final Plan and Marketing Materials

Next Steps:

- Complete Remaining Information Gathering
- Refine Vision, Goals, and Recommendations
- Prepare for Strategic Planning Phase

Continue Visioning Refinement

- In the future Chanute will be the premier location for:
 - Employment Opportunities
 - Opening/Expanding/Operating a business
 - Raising a Family
 - Regional Visitors

Economic Development Strategy

- Identify Community Resources
- Conduct Labor Force Assessment
- Document Physical Assets and Infrastructure
- Document Community Assets & Incentive Programs
- Retail Market Analysis
- Organizational Structure & Capacity Assessment

Community Role

- Committed
- Engaged
- Pro-active
- Inclusive, welcome diversity
- Future-oriented, visionary
- Embrace change
- Risk tolerant
- Enjoy, have fun!

Economic Development Committee Role

- Utilize the plan & celebrate short-term successes to sustain the long-term effort
- Encourage momentum, invigorate volunteers and donors,
- Inform skeptics and keep focus on the Vision, Goals/Strategies established by the process
- Think regional & beyond
- Partnerships needed outside local boundaries & jurisdictions

Questions:

Patrick Hanlon & Jeremy Hayes

Senior Project Managers

PGAV Planners

314-231-7318

patrick.hanlon@pgav.com

jeremy.hayes@pgav.com

Chuck Banks

Principal

Chuck Banks Associates, LLC

785-249-9373

chuck@chuckbanks-associates.com

PGAV**PLANNERS**

 **chuckbanks**
ASSOCIATES