

Alignment/Regionalism				Progress Report
Roles and Responsibilities	Responsible Parties	2021	Key Performance Indicators	6/30/2021
Share and confirm the developed vision and goals with community members and stakeholders and update them regularly on the progress of the strategic plan.				
Hold an annual public input meeting to update all community members on the status of the county-wide economic development strategic plan, share economic development successes, and ensure continued buy-in from community members. Be open for ways in which additional groups or individuals can support the initiative. Consider virtual meeting options with a summary publication of county and community progress.	Miami County Area Communities	Q2 2021		An annual summary publication was created for the county. It has been shared on the county's website and distributed to commissioners. It has been offered as a template for each of the cities to craft a similar update. The county participated in the City of Paola's State of the City breakfast. Elements of the report have been highlighted in social media posts. This task is considered complete.
Continue updating the Economic Climate Report as a regional dashboard on a quarterly basis, integrating key economic and social data points that can be leveraged to track progress on the plan over time, as well as to monitor and ensure the activities are having the expected impact on communities.	Miami County	Ongoing		This report has been updated as scheduled. Design changes were made to integrate new colors and layout. This task is considered complete.
Determine roles of each partner organization in implementation of the economic development strategic plan.				
Determine if there are gaps in terms of staffing or resources to successfully implement the plan. If there are gaps, develop a plan to address them. This might include forming committees, fundraising, hiring additional staff, etc.	Miami County	Q1 2021		There is a continued need for marketing and multimedia support at all levels. County administration is addressing the issue for their position. With the latest round of recovery funds, it is likely the economic development staff will need to be expanded or tasks will need to be reprioritized. Economic development staff has been working to learn new skills for video editing. These efforts will need to continue. This task remains open at the county level.
Hold regular meetings to discuss the status of the plan and specific initiatives with a quarterly summary provided to county commissioners. This will help ensure accountability, mitigate the risk of redundant or competing efforts, and promote forward progress.	Miami County Relevant Partners	Ongoing		Monthly updates are provided to the county commissioners. Quarterly meetings are conducted by the Greater Miami County Economic Development Corporation. Monthly meetings are conducted by the E-Community Leadership Team. This task is considered complete.
Facilitate an annual work session with communities to identify the types of projects that Miami County and its communities will prioritize. The session should identify high, medium, and low priority projects. Consider types of jobs being created, wages, type and negative externalities of industries, etc., and how you might incent each project, taking into account the goals and assets of each community in the county. As part of this work session, include an education component as to why consistency and uniformity of policies across communities in a region better position the region to attract industry.	Miami County Area Communities	Q4 2021	Clearly articulated planning and zoning framework in place	This task is not slated until later this year.

<p>Ensure planning/zoning approval framework outlines the timing and approval conditions and process for related priorities. Determine process efficiencies for high priority projects that could shorten approval timelines. Consider how updates to these policies will tie directly back to the imminent update to the Comprehensive Plan, and how they can align and reinforce each other. Work with planning/zoning authorities to implement the new framework. Leverage partnerships with existing stakeholders to help influence the outcome, and strive to have as much consistency in policies as possible across the communities within Miami County.</p>	<p>Miami County Area Communities</p>	<p>Q4 2021</p>	<p>Zoning framework in place Expediency in zoning/planning approval process Incentive policies maintained Consistency of planning/zoning, incentives and other policies across communities within Miami County</p>	<p>This task is not slated until later this year.</p>
<p>Annually review existing incentive policies to verify that they integrate the latest tools, prioritize projects and lay out specific framework for allocation and project approval based on the type of project and relative priority. Be sure the policy addresses confidentiality, project management expectations, process management, etc. Once more, strive to have as much consistency in the incentive policies offered as possible across the communities within Miami County.</p>	<p>Miami County Area Communities</p>	<p>Q3 2021</p>		<p>This task is not slated until later this year.</p>
<p>Establish a clear communication protocol for prospects and businesses.</p>				
<p>Annually review local information for regional benefit, such as permitting/approval processes, talent programs, BRE data, sites and buildings information, etc.</p>	<p>Miami County</p>	<p>Ongoing</p>		<p>Information on the website was reviewed and updated as needed. This task is considered complete.</p>
<p>Create a communication charter that establishes expectations around external communication, messaging, and marketing efforts. It should express how internal stakeholders should engage with external audiences and aim to create a unified approach to messaging. Relevant components of this should be shared with those partners that are most impactful to the success of the implementation of the economic development strategic plan. It should also be shared with all relevant stakeholders, such as city elected officials, city employees, etc.</p>	<p>Miami County Relevant Partners</p>	<p>Q2 2021</p>	<p>Single location for all business resource information Charter in place Essence of the charter maintained</p>	<p>A guide for project communications and announcements has been crafted in conjunction with the cities. Primary responsibility for those efforts remain with the city if it is a city project. Overall marketing efforts will be a collaboration that includes the cities, county and chambers of commerce. This task is considered complete.</p>
<p>Strengthen relationships with your existing industry base and build relationships with its major suppliers.</p>				
<p>Use BRE interviews or formal surveys to assess the economic resiliency and sustainability of area businesses, as well as to identify area businesses' other operating locations, suppliers and end-users. Utilize a team of partners to provide follow up assistance while ensuring company confidentiality.</p>	<p>Miami County Area Businesses</p>	<p>Q2 2021</p>		<p>Visits are underway. Some have preferred to continue with phone or virtual interactions. An online survey has been created to compile the data. All of the visits should be complete by the end of July.</p>
<p>Gather information regarding Miami County's operational competitiveness relative to other operating locations.</p>	<p>Miami County</p>	<p>Q1 2021</p>	<p>Relationships maintained and strengthened Number of local project leads BRE efforts maintained</p>	<p>Information has been gathered reflecting national rankings that describe the region's position in the market. It has been added to the web page for use in follow up marketing. This task is considered complete.</p>
<p>Identify existing relationships that area stakeholders, businesses, and other groups already have with these companies. Leverage these connections to establish connections and set-up meetings to begin curating relationships.</p>	<p>Miami County</p>	<p>Ongoing</p>		<p>Staff identifies relationships during ongoing conversations with local businesses. In person meetings are currently limited but follow up efforts continue.</p>
<p>Prioritize a list of clients and other major suppliers that are most to least accessible based on the area's existing relationships. Most accessible are those that have direct connections or relationships with area stakeholders. Those that are most accessible will be the primary targets of strategic development.</p>	<p>Miami County</p>	<p>Ongoing</p>		<p>These efforts are underway but will take place in a more focused manner when BRE visits take place later this year.</p>

Maintain and deepen existing partnerships to enhance and cultivate further collaboration.				
Maintain and deepen partnerships with regional economic development groups and partners, especially the Kansas City Area Development Council (KCADC). Keep KCADC in the loop with key Miami County initiatives, so that both parties can work in a mutually beneficial fashion as resources and partners in helping the region grow and prosper.	Miami County KCADC Regional/State Partners	Ongoing	Partnerships maintained and cultivated Measurements identified Number of partnerships Overall satisfaction of partners	Staff participates in KCADC meetings. In addition, staff has gotten support from the KCADC research team on implementing the strategic plan and met with the business development team regarding target markets. Staff has also had multiple meetings involving the Kansas Department of Commerce's staff.
Collect and track measurements on partnerships to show value in maintaining the partnerships. To the extent possible, the measurements should focus on the value gained from the partner's perspective. The results can then be used to create stronger messaging and positioning of the area.	Miami County	Q1 2021		Overall, there was discussion regarding how the county's partnerships should be measured. No additional discussions have taken place regarding an overall county services survey. The Economic Development department has purchased a one year subscription to Survey Money as part of the CARES funding. That may be an option to consider. Additional direction is needed from others.
Readiness				
Create and maintain an inventory of all sites and buildings available, working with relevant stakeholders to ensure information is up-to-date.				
Continually update sites and buildings data on sites and building database. Include labor pipeline and talent development assets to the marketing flyers for all available sites and buildings.	Miami County	Ongoing	Number of buildings and sites in LOIS at greater than 70% completion	During the past quarter, community information was updated along with information on sites and buildings.
Prioritize sites and buildings based on priority projects and best business case.				
Annually identify all potential sites and buildings that are already ready or nearly ready for development. Include all potential sites and buildings, regardless of state of readiness. Consider exploring funding sources to gain control of potential sites and buildings, to reduce risk and uncertainty for prospective businesses.	Miami County	Q3 2021	Potential sites identified and utilities tracked	This task is not slated until later this year.
Review the list of prioritize sites and buildings based on state of readiness, attractiveness, location, etc.	Miami County	Q3 2021		This task is not slated until later this year.
Match key sites and buildings with priority projects identified earlier. Consider using an outside engineering firm to identify key site needs for development for specific targeted sub-sectors and key target industries.	Miami County	Q4 2021		This task is not slated until later this year.

Understand and develop the product pipeline.				
Ensure there is a plan in place to gain control and prepare sites and buildings that are not currently ready for sale. If infrastructure needs exist, proactively engage necessary stakeholders.	Miami County	Q3 2021	Progress on site readiness Number of inquiries related to available sites Site control plan completed Virtual spec building created	This task is not slated until later this year.
Consider completing an industry trend study aimed at key target industries to determine future needs. Use the study to frame a site feasibility study and integrate findings into digital spec building.	Miami County (Ady Advantage can assist)	Q2 2021		In lieu of hiring a consultant to complete the work, staff worked with each community to identify the zoning necessary to accommodate the targeted markets. As a result, some communities anticipate making updates to their zoning definitions. This research will be used when evaluating potential sites later this year. This task is considered complete.
Consider the creation of a virtual spec building that can be leveraged in business attraction outreach efforts. This will reduce the initial risk incurred by communities in comparison to a fully developed spec building, while still providing a competitive edge in the recruitment of business.	Miami County	Q2 2021		Staff has talked with a consultant regarding the possible service. Information is also be compiled for a potential site. Staff continues to work with the City of Osawatomie to secure site certification for the Northland area. Until utilities are addressed for that area, there is not a need to complete a virtual spec building. The city hopes to complete that process this summer.
Identify and develop key assets needed for targeted industries.				
Use contacts from KCADC, KDOC and local projects to determine where 2019 and 2020 projects that did not select Miami County may have wound up. Conduct a comparative analysis of those key competitive locations relative to Miami County. Use public source databases, like the US Census Bureau, to determine the key attributes of the area.	Miami County (Ady Advantage can assist)	Q3 2021	Number of projects identified Assets mapped Matrix developed Gaps identified	This task is not slated until later this year.
Identify "aspirational" projects that fit with Miami County's target industries and prioritized projects. Determine key assets and attributes in the location that supports the project, including labor supply, concentration of higher education, available land, readiness of land, incentives, planning/zoning policies, etc.	Miami County (Ady Advantage can assist)	Q2 2021		As part of the zoning review, communities now have a better understanding of their capacity to currently accommodate industrial development. A more full list of aspirational projects will be developed as part of the third quarter review. The task is considered complete.
Map the key assets found in both analyses and determine the county's competitiveness in each of the assets. Use the map to determine which assets are most important in relocation decisions relative to each target industry.	Miami County (Ady Advantage can assist)	Q4 2021		This task is not slated until later this year.
Create a gap matrix that tracks the development and progress of closing the gaps identified in the map. Leverage the implementation map framework to create a plan that will help guide the development.	Miami County	Q4 2021		This task is not slated until later this year.
Facilitate coordination between the supply and demand sides of talent and determine how to address gaps.				
Update the list of talent initiatives in the region, including those led by economic development, workforce development, educational institutions, employers, etc. This should capture the focus of the initiative (talent retention, development or attraction), the target audiences, and whether the strategy is geared towards short, medium or long-term results.	Miami County Education Institutions Workforce Partners Area Businesses (Ady Advantage can assist)	Q3 2021		This task is not slated until later this year.

<p>Annually survey existing employers to determine their key talent needs, including both current and future needs. This survey should also query their awareness of current talent initiatives in the region and any barriers they have to recruiting, retaining and developing talent.</p>	<p>Miami County Education Institutions Workforce Partners Area Businesses (Ady Advantage can assist)</p>	<p>Q3 2021</p>	<p>Talent initiatives updated Number of employer surveys completed Talent summit completed Participation in talent summit Variety in talent initiatives (timeline, audience, retention/recruitment, etc.) Plan with specific action items</p>	<p>This task is not slated until later this year.</p>
<p>Consult with the school districts, KansasWorks and others regarding a way to best connect the supply and demand sides of talent. These conversations should include all workforce partners, as well as employers, and should work to identify gaps between the supply and demand sides.</p>	<p>Miami County Education Institutions Workforce Partners Area Businesses (Ady Advantage can assist)</p>	<p>Q4 2021</p>		<p>This task is not slated until later this year.</p>
<p>Jointly develop a plan to address any gaps in talent initiatives and supply on an ongoing basis and ensure that there are higher education resources available to fulfill employer needs.</p>	<p>Miami County Education Institutions Workforce Partners Area Businesses (Ady Advantage can assist)</p>	<p>Q4 2021</p>		<p>This task is not slated until later this year.</p>
<p>Educate students, parents and guidance counselors on the opportunities available at companies in Miami County.</p>				
<p>Help employers evaluate and participate in apprenticeship and internship programs. Encourage participation in apprenticeship and internship programs and help remove barriers that might exist for them offering these types of training opportunities.</p>	<p>Miami County Education Institutions Workforce Partners Area Businesses</p>	<p>Ongoing</p>	<p>Number of employers with apprenticeship programs Number of students from area schools who participate in apprenticeship programs</p>	<p>These referrals currently take place. KansasWorks staff provides the follow up and support.</p>
<p>Partner with employers to build awareness of their facilities from not only students (potential employees) but parents and guidance counselors (the gatekeepers). Consider holding training, fun events or contests that allow all of these audiences to learn first-hand of the opportunities and to update any outdated perceptions they may have of what manufacturing and other careers are like.</p>	<p>Miami County Education Institutions Workforce Partners Area Businesses</p>	<p>Q2 2021</p>		<p>Staff worked with high school teachers to provide information to their classes. Information on local job demand is regularly shared with high school counselors. Information about contact instructors for each district has been placed on the county's website. County staff has also be working with district representatives regarding job shadowing opportunities. During the coming months, staff will be working with employers to highlight their available jobs. While this task is largely complete, it will require ongoing follow up.</p>
<p>Promote KansasWorks as a shared resource where employers can share the job opportunities that they have available or anticipate in the coming 12-24 months, including a description of likely skills. Workforce trend data from MARC should be shared regularly with school districts and the public to help link supply and demand.</p>	<p>Miami County Education Institutions Workforce Partners Area Businesses</p>	<p>Ongoing</p>		<p>Staff meets with KansasWorks staff members and regularly provides information on businesses seeking their services. Connections are also made regarding other potential service connections. County staff is working with KDOC staff members regarding job post listings.</p>

Support and facilitate placemaking efforts within the communities of Miami County.				
Conduct community meetings that aim to understand the needs and wants of the public. The meetings should be collaborative and engaging and should focus attendees attention around parks, community social events, affordability, accessibility to community resources, and other issues identified by employers as barriers to talent retention and attraction.	Area Communities Miami County Community Groups	Q3 2021	Placemaking steering committee established Diversity of participants	While this task is not slated until later this year, county staff did conduct a quality-of-life survey during June. Data from this survey has been shared with the cities, schools and chamber directors. Additional conversations are taking place as part of the comprehensive planning process underway by the county, Paola and Osawatomie.
Establish a placemaking steering committee aimed at providing guidance, project support, and leadership on meeting the goals and priorities around placemaking. These should be community leaders, non-profits groups, community organizations, education groups, etc. The committee should be no more than ten individuals. It should contain no more than two elected officials. The committee should meet at least semi-monthly.	Area Communities Miami County Community Groups	Q3 2021		This task is not slated until later this year.
Seek out natural placemaking opportunities with existing businesses by having them consider outdoor seating, bicycle parking, benches, and outdoor games.	Area Communities Area Businesses Miami County Community Groups	Ongoing		These opportunities are discussed with businesses during their consultations.
Consider doing placemaking audits in other communities outside of Miami County. Focus on those elements related to quality of place and identify specific amenities in those communities. Reach out to community officials to understand best practices and processes to develop those elements within Miami County.	Miami County Area Communities Community Groups	Q4 2021 or later		This task is not slated until later this year.
Determine the feasibility of developing new quality of life amenities within Miami County.				
Using data from this plan and past resident surveys, determine which quality of life assets Miami County wants to focus on enhancing over the next few years, such as restaurants, entertainment, parks, etc.	Miami County Area Communities Community Groups	Q4 2021 or later	Input gathered on community priorities Ease of planning/zoning processes for developers	This task is not slated until later this year.
Using input from key stakeholders, determine what barriers/challenges might exist to further development of those prioritized enhancements.	Miami County Area Communities Community Groups	Q4 2021 or later		This task is not slated until later this year.
Develop a plan to address these challenges. This might include zoning changes, incentive options, partnership creation, etc.	Miami County Area Communities Community Groups	Q4 2021 or later		This task is not slated until later this year.

Work with the communities and other partners to identify and define current housing stock, as well as determine future housing needs.				
<p>Collaborate with the communities and/or county to map the existing housing stock for communities. Determine single family housing, multi-family housing, and housing tier within each group. (e.g. workforce housing, executive housing, etc.). Pull housing permits to identify historical growth trends.</p>	Miami County Area Communities	Q1 2021	Housing data gathered and analyzed	County staff was able to secure access to MLS data. This has allowed more direct access to immediate market information. That data is now shared in the Economic Climate Report. In addition, county staff was able to map current housing stock by year and value. That information has been shared with the cities for use in their analysis. This task is considered complete.
<p>Work with partners to establish a housing taskforce that can advocate and plan for the housing needs within Miami County. The task force should be mix of representatives from developers, real estate firms, title companies, city/county divisions, community groups, employers, etc.</p>	Miami County Area Communities	Q1 2021		Now that data has been obtained, it is expected that this group will convene. It is likely these efforts will be coordinated with other third and fourth quarter tasks relying on the comprehensive planning process.
<p>Source and select an outside vendor to complete a housing needs assessment, if necessary.</p>	Miami County Area Communities	Q4 2021 or later		This task is not slated until later this year. It may not be needed depending upon the data received from the state's study.
Identify and define current resources available for start-ups, starting with those already identified in the E-Community application process, and address any gaps.				
<p>Annually catalogue and map existing innovation and entrepreneurship resources, including those already identified in the E-Community application process, as well as those provided by the Small Business Administration (SBA), NetWork Kansas, KansasWorks, non-profits, community organizations, regional partners (Kansas Procurement Technical Assistance Center, Heartland Business Capital, Enterprise Center of Johnson County, etc.), educational groups, angel investors, existing businesses, area financial institutions, etc. Make sure this information is easily accessible and up-to-date.</p>	Miami County (Ady Advantage can assist)	Q2 2021	Update catalogue of entrepreneurial resources Benchmark comparable communities	Although this was a second quarter task, this information was reviewed during the website update. Changes have been made as needed. This task is considered complete.
<p>Integrate an innovation focus into your existing BRE interviews. Questions related to automation and innovation should be added to capture projects, successes, and trends. Resources should include the Small Business Development Center, Kansas Manufacturing Solutions and Kansas Department of Commerce.</p>	Miami County	Q2 2021		June was Business Appreciation Month. County staff began making retention visits then. They will continue into July. Some businesses are still not comfortable having outside visitors. In those instances, an online survey will be used to gather input.
<p>Conduct a benchmark analysis of other communities with successful entrepreneurship and innovation ecosystems labs across the country. Use primary research to determine programming, sustainability structures, staffing, etc.</p>	Miami County (Ady Advantage can assist)	Q4 2021 or later		This task is not slated until later this year.

Cultivate the innovation economy within Miami County.				
<p>Encourage greater collaboration among entrepreneurship and innovation partners. Host regular meetings with the innovation task created in the previous step, and work to identify ways to build upon the existing entrepreneurship and innovation assets.</p>	<p>Miami County Relevant Partners</p>	<p>Ongoing</p>	<p>Number of E-Community loans made Number of E-Community grants completed Number of promotion/marketing impressions</p>	<p>Members of the E-Community Leadership Team which includes the directors of the chamber of commerce and city leaders meet monthly. They actively seek opportunities to engage in these activities. Leaders of the community libraries have been engaged to assist with a fall program focused on entrepreneurship.</p>
<p>Promote Miami County as a region of innovation, by highlighting positive stories, businesses, and new technologies that are being created or implemented in the region.</p>	<p>Miami County Area Communities</p>	<p>Ongoing</p>		<p>The local chamber directors have created a rotation to create stories highlighting local businesses. These are shared on their websites, social media, Miami County Republic and the county web site. Additional marketing opportunities are being sought.</p>
<p>Utilize the E-Community program and other regional revolving loan funds to support start-up ventures and strengthen the start-up ecosystem.</p>	<p>Miami County</p>	<p>Ongoing</p>		<p>The E-Community group secured support via the national Economic Gardening program for a Paola business. This service was offered for free via the E-Community program. In addition, they are supporting the countywide Ice House library effort. Greater Miami County Economic Development is underwriting costs for a Paola librarian to attend Makerspace Boot Camp this fall. NetWork Kansas assisted in funding seven others who attended this spring.</p>

Marketing/Differentiation				
Promote a unified message that communicates the positive economic and community development news in the region.				
<p>Act as a regional “Ambassador” through the use of social media channels, such as LinkedIn, Twitter, Instagram, etc., to communicate positive economic and community development news throughout the region. Miami County can develop its own ambassadors within the county, such as the cities and other partners who can help push out the positive news about what is happening in the county.</p>	<p>Miami County Area Communities Relevant Partners</p>	<p>Ongoing</p>	<p>Social media impressions Consistency across social media messaging</p>	
<p>Leverage the social media channels of partners to push a consistent, positive narrative of the region. Share information and resources with partners that work towards dispelling negative perceptions and misconceptions of the region.</p>	<p>Miami County Area Communities Relevant Partners</p>	<p>Ongoing</p>		
Advocate at a state and national level for the interests of Miami County.				
<p>Maintain and cultivate relationships with regional economic development groups and partners, especially the Kansas City Area Development Council (KCADC). Leverage these relationships and partnerships to better position Miami County as a resource and partner in helping the greater Kansas City metro area grow and prosper, ensuring that KCADC in the loop with key Miami County initiatives so that they can be an advocate for the county as well.</p>	<p>Miami County KCADC Regional/State Partners</p>	<p>Ongoing</p>	<p>Partnerships maintained and cultivated Regional and state investment in local key infrastructure needs Support for Osawatomie State Hospital maintained</p>	
<p>Maintain and cultivate relationships with key decision makers within NHTSA, FCC, Utilities, legislature, Planning Commission, DOT, and other relevant governing bodies. Develop a list of priority decision-makers and regularly hold familiarization tours to maintain relationships, build awareness around the county, and connect infrastructure needs and other needs directly with the decision-makers.</p>	<p>Miami County Regional/State Partners</p>	<p>Ongoing</p>		
<p>Advocate for greater funding of key infrastructure that supports foundational community elements (e.g., housing, broadband, childcare, transportation, sites and buildings) in Miami County.</p>	<p>Miami County Regional/State Partners</p>	<p>Ongoing</p>		
<p>Consider participating in regional and national economic development conferences and other professional development opportunities, such as the Mid-America Economic Development Council (MAEDC - https://www.midamericaedc.org/) and the National Rural Economic Developers Association (NREDA - https://www.nreda.org/), to increase expertise and to provide greater exposure of the Miami County region.</p>	<p>Miami County</p>	<p>Ongoing</p>		
<p>Support the Osawatomie State Hospital, and advocate for its expanded funding and operations in Miami County. Work with regional partners to amplify these advocacy efforts.</p>	<p>Miami County Relevant Partners</p>	<p>Ongoing</p>		
				<p>Staff is continuing to develop relationships with others who are active on social media. LinkedIn needs to be developed and Twitter is not allowed through the county's firewall.</p>
				<p>Information is consistently shared across mediums. The social media report tracks this information.</p>
			<p>Staff continues to participate in KEDA, KCADC and MARC meetings. Some efforts are underway to potentially revitalize Project 17. Staff has attended some of those meetings. Staff also serves on the Governor's Council on Travel and Tourism and the FHLBank Affordable Housing Advisory Committee.</p>	
			<p>County staff continues to participate in KDOT and MARC meetings.</p>	
			<p>County staff has been monitoring the anticipated recovery funds to determine what sources may be available for the county. More recently, staff has been working more directly on broadband needs and with the local providers. Staff has engaged a firm to map existing providers and reported speeds. That information should be available in mid-July.</p>	
			<p>Staff has not committed to attending any conferences at this time. Several webinars are attended each month.</p>	
			<p>County staff continues to interact with state leaders regarding the hospital's operation.</p>	

Review all existing marketing tools, including website and print and digital marketing collaterals, and, as needed, revise them to ensure messaging and positioning resonates with Miami County's target audiences.				
Maintain consistency in the design of economic development marketing materials, and establish a brand that communicates the unique benefits of doing business in Miami County.	Miami County (Ady Advantage can assist)	Ongoing	Regional profile maintained and updated regularly Target industry profile(s) completed Website revised and relaunched Website maintain and updated Audit completed Audit findings integrated and addressed	As part of updating publications, the standardized color and type palettes are used.
Create a Regional Profile , using the existing positioning from this report presenting the Miami County region. Make sure the region's overall messaging is communicated through the Regional Profile.	Miami County (Ady Advantage can assist)	Q1 2021		A regional update report was created for 2020. In addition, county staff has updated the webpage with information on regional rankings. This task is considered complete.
Revise the Miami County website to reflect the target industries. If a Miami County ED brand is developed, consider the creation of a new website altogether, devoted to economic development in Miami County. Integrate material developed for regional profile and target industry cut sheets. Revise website to ensure easy access to regional value proposition and target industry sectors.	Miami County (Ady Advantage can assist)	Q1 2021		Staff has updated the economic development section of the website to include target information and current labor information. This task is now considered complete.
Create Target Industry Profiles , using the existing positioning from this report for each recommended target industry that can be used with prospective companies, as well as economic development partners.	Miami County (Ady Advantage can assist)	Q2 2021		Formal profiles will not be compiled until after the community reviews are completed later this year. It will likely by fourth quarter of 2021 before this is completed.
Review existing social media to identify existing gaps in best practice application and make recommendations for improving social media engagement with these target audiences.	Miami County (Ady Advantage can assist)	Q2 2021		Funds are not allocated for social media to be used at the industry level for direct recruitment. Instead, staff highlights existing businesses and workforce initiatives in the area of the county's target industries. This task is considered complete.
Research, plan and execute relationship marketing strategies with decision makers.				
Track identified project matrix for use with economic development leads and prospects. The matrix can be used to track key metrics, such as inquires, deal flow, industry make-up of leads and prospects, projects won and lost, etc.	Miami County	Ongoing	Number of leads open Contacts made with site consultants and similar professionals	These reports are provided to the commissioners monthly.
Gather and develop a list of decision-makers in key industries. This should include site selectors, trade association leaders, industry groups, etc. These will be cultivated from ongoing outreach with companies locally, tradeshow, and other marketing events.	Miami County	Q2 2021		Access to retail data has been secured via Retail Lease Trac. Partners within KDOC and KCADC have been identified for providing industry contact persons. During the past quarter, staff was able to participate in three site consultant roundtables. Those individuals have been added to the list of persons receiving Economic Climate and similar reports. This task is considered complete.

Identify companies for recruitment within the recommended target industries.				
Use BRE interviews to identify existing industry base's value chain. Consider sales calls to these businesses or types of businesses.	Miami County	Ongoing	Number of projects reviewed Industry make-up of leads, prospects, and projects	Staff has ongoing conversations with businesses regarding resources. While a more formal process began in June, the process will continue throughout the summer.
Consider developing relationships with site selectors focused within the recommended target industries. Use targeted mail campaigns leveraging print and digital media that showcases the area's business case. Leverage familiarization tours and other outreach events to highlight the Miami County region.	Miami County (Ady Advantage can assist)	Ongoing		Staff continues participating in Team Kansas, KCADC and KEDA events involving site selectors.
Engage in lead generation activities, targeting subsector companies by the NAICS codes outlined in this report. Try to identify and arrange contact with corporate executives of companies with near-term siting projects who would consider locating in the Miami County region.	Miami County (Ady Advantage can assist)	Q4 2021 or later		This task is not slated until later this year.
Engage in event sponsorships and print/digital advertising with trade associations/publications and tradeshow s targeting executives within recommended target industries.	Miami County (Ady Advantage can assist)	Q4 2021 or later		This task is not slated until later this year.
Proposed Tasks		Completed		14
		Underway		23
		Future		25
		Overdue		5