Shawnee Chamber of Commerce

Mission Statement
To develop and enhance our community through dynamic leadership.

Vision Statement
The Shawnee Chamber of Commerce effectively promotes the interests of Shawnee and is the leading advocate for the growth and enhancement of our community.

Six Strategic Focus Areas
- Membership – Value and Service
- Economic Development
- Community
- Tourism
- Governmental Affairs
- Chamber Corporation Operations
The Shawnee Chamber of Commerce Corporation is a (501c6) not-for-profit organization. The Corporation is under the governance of the Board of Directors.

Contract operating divisions:

- **Visit Shawnee (VS)**
  Under State Statute the city ordinance provides for a convention and visitors committee, appointed by the Mayor, with approval of the governing body.

- **Shawnee Economic Development Council (SEDC)**
  Governance is set out through said contract and operates within an established set of by-laws.
Board of Directors

Executive Committee

- Heidi Thummel | Board Chair | GBA
- Michelle Herman | Chair-Elect | Sunflower House
- Parker Amos | Treasurer | Amos Family Funeral Home and Crematory
- Dennis Monahan | Past Chair | Central Bank of the Midwest
- Carol Lehman | SEDC Advisory Committee Chair | Johnson County Community College
- Neal Sawyer | Visit Shawnee Advisory Committee Chair | Rebuilding Shawnee Together
- Ann Smith-Tate | President/CEO | Shawnee Chamber of Commerce
Board of Directors

- Jake Akehurst | Johnson County Community College
- Michelle Distler | Mayor
- Todd Fitzpatrick | First Business Bank
- Dr. Michael Fulton | Shawnee Mission School District
- Frank Harwood | USD 232 School District
- Kent Luther | Bayer
- Rusty Mudgett | Mark One Electric Co., Inc.
- Kristen Shelley-Chapin | Shelley Chapin Law, LLC
- Chad Spoor | Complete Construction Services
- Kevin Tubbesing | The Land Source
- John Wills | State Farm Insurance
- Scott Woods | Shawnee Mission Medical Center
Shawnee Chamber of Commerce

SEDC Advisory Committee

- Carol Lehman | Chair | Johnson County Community College
- Rusty Mudgett | Vice-Chair | Mark One Electric Company, Inc.
- Leo Nunnink | Past Chair | UMB Bank
- David Barnes | Tallgrass Freight Company, LLC
- Trevor Curtis | Express Employment Professionals
- Trent Dansel | Olsson Associates
- Michelle Distler | Mayor
- Michelle Herman | Sunflower House
- Rob Holland | Cushman Wakefield
- Eric Jenkins | Shawnee City Council
- Mike Kellam | McClure Engineering Company
- Stephanie Meyer | Shawnee City Council
- Justin Nichols | Kutak Rock, LLP
- Ann Smith-Tate | President | CEO | Shawnee Chamber of Commerce
- Clint Spoor | Complete Construction Service
- Margaret Steele | Kansas Gas Service
- Nolan Sunderman | City Manager
- Heidi Thummel | GBA
- Dawn Tubbesing | Academy Bank
- Todd Weltmer | Parkway Real Estate
- Nick Jordan | University of Kansas Brandemeyer Center of Economics
- Jay Kimbrough | Country Club Bank
Visit Shawnee Advisory Committee

- Neal Sawyer | Chair | Rebuilding Together Shawnee
- Randy Bull | Vice Chair | Hampton Inn Shawnee
- Stacey Bienhoff | Old Shawnee Days Society
- Ryan Cipolla | Courtyard by Marriott Kansas City Shawnee
- Robin Frazee | Central Bank of the Midwest
- Jill Geller | Johnson County Park & Recreation
- Mark Hembrey | Hereford House Shawnee
- Neil Holman | Shawnee Parks & Recreation
- Jason Leib | Transport Brewery
- Ruben Luna | Holiday Inn Express & Suites Shawnee
- Dave MacKay | Shawnee Mission Beach Volleyball
- Jim Neighbor | Shawnee City Council
- Cary Danielson Pandzik | Music Theatre Kansas City
- Mickey Sandifer | Shawnee City Council
- Ann Smith-Tate | Shawnee Chamber of Commerce
- Nolan Sunderman | City Manager
- Heidi Thummel | GBA

Ex-Officio

- Michelle Distler | Shawnee Mayor
- Kevin Fern | Executive Director | Visit Shawnee
Visit Shawnee

Strategic Objectives | 2019 – 2022

- Increase the economic impact of tourism by showcasing community events, the vibrant economic growth, and the high quality of life in the community.
- Build upon the community’s brand equity through innovative marketing and communication initiatives.
- Take an active leadership role in organizations at the regional and state level that promote tourism.
- Work in partnership with the SEDC in the recruitment and development of additional hospitality-related industries.
- Identify new market opportunities that increase occupancy rates for hotel properties.
Visit Shawnee

Accomplishments | 2018 – 2019

- Continued to build the website with innovative marketing strategies that make it clear and concise and creates a positive experience for visitors.
- Completed the 3rd year of hosting monthly General Manager Roundtable meetings with all hotels, the Chair, Executive Director, and Communications Manager, providing general information, sharing inquiries about bookings, and fostering cooperation between the properties.
- Assisted with the production of the visitors guide section of the spring issue of Shawnee Magazine.
- Produced the 11th Annual Shawnee Tourism Celebration held in conjunction with travel related promotions and presented the inaugural Shawnee Friendly Service Award.
- Hosted hospitality tent at 10 community events.
**Visit Shawnee**

**Accomplishments | 2018 - 2019**

- Signed initial agreements for two significant sports tournaments to be hosted in 2020.
- Attended the National Association of Sports Commissions Event Symposium with Deputy Parks Director, promoting our venues in one-on-one appointments with 18+ sporting events rights holders.
- Leadership role in state and regional travel and tourism associations, alliances, and marketing co-ops.
- Fulfilled 295 direct requests for visitor and relocation packets, 5,100+ requests for group information, and promotional material for an estimated 268,000 visitors.
- Added a shared employee with the other divisions who has extensive background in travel and tourism promotions and marketing.
Visit Shawnee

2019 – 2020 Action Plan

- Emphasize use of social media channels to market events and promote Shawnee to visitors.
- Create Shawnee Lifestyle social media campaign.
- With a total 145 additional rooms added to our hotel inventory in 2019-2020, the expectations will increase to significantly expand our marketing efforts and reach new markets that in the past we have not had the resources to focus on.
- The three targeted markets we have identified that have the greatest potential based upon our geographic location in the metro area and our room inventory include – Sports, Group Tours, and Leisure.
Visit Shawnee

Transient Guest Tax Fund - Highlights

- Revenue from the Fairfield Inn will be added after it opens
- Gradual growth for other hotels
- Continued support for Old Shawnee Days
- Transfer to support Shawnee Town 1929 operations
Discussion
Annual Report – 2020 Budget Request
Shawnee Economic Development Council

Presentation by:
Ann Smith-Tate | President & CEO | Shawnee Chamber and Executive Director | SEDC
Shawnee EDC

Strategic Objectives | 2017 – 2019

- Promote and market Shawnee’s advantages, business environment, and quality of life.
- Broaden the tax base and create diverse, quality employment opportunities.
- Retain existing employers and encourage their expansion through adding employees, additional facilities, and community engagement.
- Attract and support commercial, residential, and in-fill development.
- Provide value and connection for SEDC members through programming and targeted communication.
Shawnee EDC

CURRENT PROJECT DASHBOARD

Active Projects: 22

Preliminary Projects: 21

Jobs: 3052

CapEX: $548m

Project Type:
- Industrial: 12
- Office: 8
- Retail: 6
- Land Development: 10
- Other: 4
- Medical: 2

Project Type
2018 PROJECT SUCCESS

- **Expansion**: 5
- **Attraction/Development**: 21
- **CapEX**: $57m
- **Payroll**: $48m
- **Jobs**: 992
Shawnee EDC

Capital Investment

- 2016: $17,812,750
- 2017: $62,815,000
- 2018: $57,000,000
- 2019: $57,000,000
2018-2019 Announcements

- ACM Supply
- American Box (Expansion)
- Andy’s Frozen Custard
- Comfort Inn and Suites
- Dairy Queen
- GK Fittings (Retention)
- HuHot
- Koller Enterprises
- Monticello Library
- Nick and Jake’s
- PBI Gordon
- Pinnacle Gymnastics (Expansion)
- Primrose School
- Servaes Brewing Company
- Service Master DSI
- Spira Care
- St. Luke’s Community Hospital
- Stag’s Creek Office Building
- Tallgrass Freight (Expansion)
- Tevis Architects
- Transport Brewery
- VA Consolidated Mail Order Pharmacy
- Vision Care Associates (Expansion)
- Westlink 3 & 4
Shawnee EDC – Small Business and Workforce

Small Business/Entrepreneurship
- Small Business Retention meetings
- Educational Seminars
- Small Business Resource Clearinghouse
- Participate in regional small business roundtable

Workforce Development
- Partnership with Shawnee Mission and USD 232 – Teacher Field Trips
- Shawnee NEXT (Intern Program)
- Chmura Workforce Analytics
- Participation in regional workforce alliances
Shawnee EDC - Development Projects

**Redevelopment**
- Nieman Now!/Downtown Shawnee
- Shawnee Mission Parkway

**Industrial**
- K7 and 83rd Street
- Perimeter Park Commerce Center
- Project Homeland - 43rd and K7
- WestLink

**Mixed-Use/Office/Residential**
- 435 and SMP
- Bellmont Promenade
- Shawnee Crossings
- SCL – K7 and SMP
- Westbrooke Green
2018-2019 Marketing & Connections

- 158 meetings with investors, brokers, and potential projects
- Added 19 private sector investors since January 2018
- Hosted four SEDC membership events as well as SIOR reception and SEDC Day at the Royals
- Re-launching EDC Website
- Continue Quarterly Indicators Report
- Continue hosting Eight@8 networking opportunity for investors
- Participated in five site consulting trips/events KCADC/KDOC/ICSC
- Hosted/toured two site consulting companies in Shawnee
- Hosted Women in Development event
- Launched first Community Leadership Trip to West Des Moines, IA
- Hosted first annual Shawnee EDC Sporting Clay Tournament
- Created Downtown Shawnee Investment Prospectus
Shawnee EDC 2019-2020 Work Plan

- Downtown Redevelopment
- Industrial/Office Development
- Strategic Planning
- Continue to work with community, regional, and state partners to position Shawnee as desirable location for office, industrial, and mixed-use projects
- Expand Workforce Development initiative
- Enhance Business Expansion and Retention Efforts
- Community Leadership Visit with St. Charles, MO
- Increase marketing presence at local, regional, and national development networking and consulting events
- Continue to support advocacy efforts in partnership with SCC
Expenditures

- Personnel: 10%
- Operations: 67%
- Marketing: 23%
City Economic Development Work Plan

- Create infrastructure plan for EcoCommerce Center (Good Governance)
- NiemanNow! Development including the Catalyst Site (Good Governance)
- Strategic Plan (Good Governance)
- Evaluation of the SEED Program (Good Governance)

Budget Highlights

- Comprehensive Plan - $200,000 – 2020
- Land Management Software - $300,000 – 2019R
Economic Development Fund Forecast

- Placeholders to support future projects:
  - EcoCommerce Center utility assistance
  - Wonderscope Building study
  - Development-related infrastructure needs study
  - Additional programming/marketing to encourage entrepreneurialism
  - Design and marketing studies
  - Annual placeholders for potential SEED agreements
Economic Development Fund Forecast

- Specific funding for committed projects:
  - Approved agreements
    - Westglen Theatre and pad site project
    - SEED agreements
    - Railroad crossings (train horn silencing)
  - Debt payments for development-related street projects:
    - Clear Creek Parkway, Gleason to K7 (shifts to Debt Service Fund in 2020)
    - Nieman South creek realignment
    - Nieman Road – underground utilities bonded 2019
    - Nieman Road - remaining City costs bonded in 2020 (shifts to Debt Service Fund in 2024)
    - 43rd Street, K7 to Frisbee – 2020
Discussion
2019R-2020
Budget Wrap-up
City Manager’s Recommended Budget

- Maintain current mill levy
- Reserves exceed policy
- Possible future debt capacity - $7.5 million in 2021/2022
New Positions and Programs

- Fire Chief of Operations
- Fire Management Analyst
- Fire Logistics Officer
- Police Services Tech – Quartermaster
- IT Desktop Support position (Public Safety)
- Sr. Development Engineer from part time to full time
- Shawnee Town 1929 – increase hours of two positions
- Comprehensive Plan
- Land Management software
Funded Capital Projects Forecast

- 71st Street sidewalks - Clare Road to Hedge Lane Terrace ($421,500) – 2019
- Stormwater Pipe Repairs (6 projects totaling $8.2 million) – 2019
- Placeholder for Park Shop ($5.5 million) – 2019
- Facility Conservation Improvement Program ($5.65 million) – 2019
- 43rd Street - Frisbee to K-7 Highway ($4 million) – 2020
- Monticello South Phase I (City share of CARS and federal project ($2.1 million) – 2021
- Monticello South Phase II (City share of CARS project - $5.3 million) – 2022
- Johnson Drive/I-435 Interchange (City share of CARS project - $475,000) – 2024
- Midland Drive - Shawnee Mission Pkwy to I-435 (City share of CARS project - $6.5 million) – 2025
- Gleason Road - 67th to Clear Creek Pkwy (City share of CARS project - $2.9 million) – 2026
- 62nd Terrace - Flint to Quivira ($1.75 million - remaining SIP cash estimated at $569k, remainder debt funded - estimated $1.18 million) – 2027
- Lackman Road - 75th Street to Johnson Drive (City share of CARS project - $6 million) – 2028
- Woodland Road - 71st to 7900 block (City share of CARS project - $4.6 million) - 2029

2020-2029 CIP was approved by the Governing Body on May 28, 2019
Discussion
## Budget Meeting Timeline

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| June 18, 2019   | **Council Committee Meeting**  
|                 | • Tentative, if needed                      |
| June 24, 2019   | **City Council Meeting**  
|                 | • Council Establishes Budget Limit  
|                 | • Sets Notice for Public Hearing            |
| July 8, 2019    | **City Council Meeting**  
|                 | • Hold Public Hearing  
|                 | • Adopt 2019 Revised and 2020 Budgets      |