



City of Smithville, Missouri

Board of Aldermen - Work Session Agenda

Tuesday, November 5, 2024

6:30 p.m. – City Hall Council Chambers and Via Videoconference

Anyone who wishes to view the meeting may do so in real time as it will be streamed live on the City's YouTube page.

For Public Comment via Zoom, please email your request to the City Clerk at ldrummond@smithvillemo.org prior to the meeting to be sent the meeting Zoom link.

1. Call to Order
2. General Discussion of Economic Development
3. Adjourn

Join Zoom Meeting
<https://us02web.zoom.us/j/83287173955>

Meeting ID: 832 8717 3955
Passcode: 327139





Date:	November 5, 2024
Prepared By:	Gina Pate, Assistant City Administrator
Subject:	Economic Development Discussion

Background:

At a previous Board of Aldermen Meeting, the Board directed staff to bring forward a work session item to discuss the role of the Economic Development Committee (EDC). This discussion also provides the opportunity for a larger discussion of the Board’s view on Economic Development for Smithville.

Economic Development Committee (EDC):

The EDC is established in the [City Code Section 155.020](#).

Historically, the EDC has worked on a variety of items. The EDC has led multiple initiatives for strategic planning, marketing, support for businesses, and annual events. In 2016 the EDC worked with a consultant to develop a brand action plan to further implement the brand throughout the community. In 2018, the EDC worked with the consultant to develop a marketing strategy for Smithville which included a video, pictures, and billboard placements. The marketing campaign highlighted the natural surroundings of Smithville, local shops and eateries, as well as Smithville Lake.

Over the course of several months in 2021 and 2022, the EDC undertook a comprehensive review of the Economic Development Programs Incentives Policy and recommended changes. The Board of Aldermen adopted an updated policy that was developed and recommended by the EDC in 2022.

More recently, the EDC provided direction for Smithville Main Street District to lead the effort for public art opportunities in the downtown area. The EDC has identified the need for a more robust marketing strategy for Economic Development for both visitors and development. Campers at Smiths Fork Campground are now provided with “Visit Smithville” information about the local amenities. These brochures will be developed quarterly and distributed to local businesses. The EDC has partnered with the Smithville Area Chamber of Commerce to host lunch and learns for business learning opportunities. Additionally, EDC members have participated as stakeholders in the South Employment Overlay District Project.

The major areas that the EDC is identified in the Strategic Plan: Strengthened Business and Economic Development Pillar. Comprehensive Plan: Strengthened Business and Economic Development Pillar. In these areas, there are multiple stakeholders identified as responsible parties in achieving the goals.

At this point, the EDC has directed staff to work on marketing materials for review, enhance the City website with more information as timed with the website RFQ, research information from short term rentals and continue to review economic data on visitor information.

Partnerships:

Since the establishment of the EDC, the City has partnered with outside agencies to help accomplish the goals outlined in the City's Strategic Plan and Comprehensive Plan.

Smithville Main Street District

With ARPA funding the city was able to help fund Smithville Main Street District (SMSD) \$65,000 over a 4-year period. SMSD hosts many downtown events and is a resource for the downtown business community. Their efforts are a driver for tourism and business development in the Smithville community. Staff currently serves as ex-officious on the Board.

Smithville Area Chamber of Commerce

The Smithville Area Chamber of Commerce hosts a variety of local event and networking opportunities, provides support to our local business community, and partners with the city on several initiatives. The City and Chamber representatives have developed a new business retention visit program to visit local businesses. Additionally, the Chamber hosts the community calendar of events to keep residents and visitors informed of events. The City and Chamber are working on a collaborative approach to a new visitor website to showcase the many local amenities in Smithville to aid in marketing efforts. The City and Chamber representatives are also involved in the planning of the 2026 World Cup.

Clay County Economic Development Council

The City is a member of the Clay County Economic Development Committee. This membership allows for networking opportunities, and request for information for potential developments in the region.

Surrounding Communities:

In order to better inform discussion, staff has reached out to area communities to determine their economic development efforts.

Excelsior Springs, MO

- Does not have an Economic Development Committee
- The city employs an Economic Developer
- Partnerships
 - o Downtown Excelsior Partnership Main Street Program

- Excelsior Springs Chamber of Commerce
- Clay County Economic Development Council

Kearney, MO

- Does not have an Economic Development Committee
- Budget for Economic Development:
 - Personnel
 - \$20,000 in expenditures
 - \$20,000 to Kearney Chamber of Commerce
 - \$30,000 in Capital Outlay
- Partnerships
 - Kearney Chamber of Commerce
 - Kearney Area Development Council
 - Clay County Economic Development Council

Liberty, MO

- Has an Economic Development Sales Tax Board
 - Established after voter approval of the Economic Development Sales Tax
- Has a Tourism Committee
 - Administer the funds of the Transient Guest Tax to attract visitors to Liberty.
- Budget for Economic Development
 - Public Relations Expenses FY2024: \$383,981
 - Includes 3 Full-Time Employees
 - Personnel expenses for an Economic Development & Business Manager
- Partnerships
 - Liberty Economic Development Corporation (LEDC)
 - Historic Downtown Liberty
 - Clay County Economic Development Council

North Kansas City, MO

- Does not have an Economic Development Committee
- Budget for Economic Development: \$290,000
 - Professional Services: \$125,000
 - Legal Services: \$100,000
 - Dues/Memberships: \$25,000
 - Marketing Materials: \$10,000
- Partnerships:
 - North Kansas City Business Council
 - Clay County Economic Development Council
 - Northland Regional Chamber of Commerce
 - KCADC

Economic Development for Smithville:

- What would the Board like to see for the future of Economic Development of Smithville?
 - o Are there ways we can leverage our partnerships with our local partners more?
 - o Are there specific visitor data points the Board would like to see on a more regular basis?
- How does the Board view the role of the Economic Development Committee going forward?