

Date:	August 6, 2024
Prepared By:	Gina Pate, Assistant City Administrator
Subject:	Economic Development Committee Joint Work Session

Background:

Over the past year, the Economic Development Committee (EDC) has reviewed the 2019 Strategic Plan and the 2030 Comprehensive Plan to identify goals and priorities. Our focus has been on the Strengthened Business and Economic Development pillar, a key area called out in both plans. The EDC is assigned as a responsible party in many of action items for this pillar within the Comprehensive Plan.

Through extensive discussions on goal setting and priorities, the EDC has made significant progress in advancing the goals outlined in these plans. We have developed a working list of goals and action items for the upcoming year.

As some of these action items vary in priority, we seek the Board's feedback to determine which specific items should be prioritized in the near term that are not currently identified in the upcoming goals and action items listed in the memo.

Accomplishments so far in 2024:

Discussed murals for downtown Smithville, and hosted MU Extension staff to provide more guidance on how to create more opportunities for public art. The EDC gave direction for Smithville Main Street District to lead the effort for the public art opportunities in the downtown area, once the pilot program is established the EDC can create a formal policy for other public art initiatives throughout the city.

Comprehensive Plan Alignment: ST.3.4 *Explore public art opportunities, such as murals, in Smithville's Historic Downtown Subdistrict to strengthen the visual appeal of the Downtown*

The EDC prioritized updating our current city website with more information on our [Economic Development](#) page. This in turn spurred discussion regarding marketing materials. The EDC prompted the idea to pass out marketing materials to campers at Smith's Fork Campground. Camp hosts provide the brochure as campers to check in to provide more opportunities for visitors to find out what to do in Smithville. There is a [landing page](#) on the city's website to help drive visitors to local amenities.

Comprehensive Plan Alignment: BE.2.5 *Consider undertaking a city marketing campaign emphasizing the recreational activities associated with Smithville Lake.*

Strategic Plan Alignment: *Pursue tourism related business potential*

With the partnership of the Smithville Area Chamber of Commerce, the EDC presented the idea of having lunch and learns for individuals and small businesses in the community. So far the EDC has hosted one lunch and learn focusing on the resources from the Missouri Department of Economic Development available for businesses. Future lunch and learns include safety best practices for small businesses and a marketing workshop.

Comprehensive Plan Alignment: BE 1.5 *Continue to provide Small Business Resources, such as the city's Business Startup Checklist, the Smithville Area Chamber of Commerce, and Main Street programming and assistance.*

Strategic Plan Alignment: *Build a lifelong learning culture*

Currently scheduling the South Employment Overlay district engagement meeting, so moving that project along for future development opportunities and economic data.

Comprehensive Plan Alignment: BE 3.2 *Establish a Zoning Overlay in the 169 South Character Area on the west side of Hwy 169 for which commercial uses are allowed if they meet the key priority industry criteria or metrics.*

Upcoming Goals and Action Items:

- Create a marketing campaign/strategy for two areas:
 - Tourism
 - Supporting Comprehensive Plan 2030 Goal: BE 2.5
 - Strategic Plan Goal: Pursue tourism related business potential
 - Development
 - Supporting Comprehensive Plan 2030 Goal: BE 3.5
 - Strategic Plan Goal: Leverage off airport redevelopment
- Potential review of the need of personnel or a vendor to provide marketing services
 - Including the tasks of Economic Development
 - Supporting Comprehensive Plan 2030 Goal: BE 3.4
- Review opportunities to leverage off Smithville Lake for Economic Development
 - Include in marketing materials
 - Supporting Comprehensive Plan 2030 Goal: BE 2.4
- Explore Airbnb visitor data for economic development
 - Supporting Comprehensive Plan 2030 Goal: BE 2.2
- Website Development to be a one-stop-shop for the following:
 - Tourism Information Packet
 - Development Information Packet
 - Site interest / locations for available land and buildings
 - Website timing with RFQ in FY2025

Board Feedback:

1. Is there anything that the EDC should be working on in the short-term and long-term in addition to the list above?
2. What is the vision of the Board for development in 2, 5, 10 years? How would the Board like the EDC to proceed in assisting with accomplishing these goals?