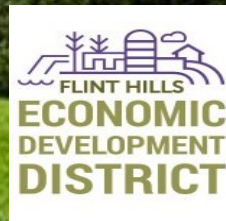




COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) For the Flint Hills Region



CEDS Overview



Summary Background

- Provide a summary of economic development conditions of the Region



SWOT Analysis

- Include an in-depth analysis of economic and community development strengths, weaknesses, opportunities, and threats



Strategic Action Plan

- Strategies and an implementation plan to build upon the Region's strengths and opportunities and resolve the weaknesses and threats facing the Region



Performance Measures

- Include metrics used to evaluate the Planning Organization's successful development and implementation of the CEDS

Strategic Direction and Action Plan



SMART GOAL SETS

- Specific
- Measurable
- Achievable
- Relevant
- Time-based

CEDS SCHEDULE

May	Kickoff Meeting SWOT Analysis
June	In depth Economic Analysis and SWOT Revisited
July	Performance Measures
August	Identify Clusters
September	Action Plan
October	Resilience
November	Draft CEDS for internal review
December	Draft to Board members, Presentation Review
January	Feedback from Counties, Chambers, Eco Devo, Public
February	Incorporate feedback, Return to counties to adopt resolution of support
March	FHRC Board Adopts Final CEDS March 15 Submit to EDA March 18, 2019



SAMPLE

STRENGTHS

- Strong presence of aerospace industry

WEAKNESSES

- Declining population

OPPORTUNITIES

- Growth of commercial aviation globally

THREATS

- Talent availability being a top concern of employers - National trend of companies moving to regions offering large and growing talent pool

SWOT

Strengths

- Low crime
- Kansas State University
- Emporia State
- History and tradition
- Strong work ethic
- Value added agriculture
- Workforce
- Trails outdoor recreation
- Central location
- MATC numbers up
- Ft. Riley
- Educational capacity
- Educational opportunities: KSU, ESU, MTC, FHTC
- Ag outreach nationally & regionally
- Tourism
- Lakes
- Quality of life
- Flint Hills and its unique landscape
- Flint Hills Marketing tourism and unique features
- Interstate access & highway system
- NBAF
- Manufacturing cluster: Onyx plant, Fox Tile, Quality Cabinetry
- Caterpillar

SWOT

Weaknesses

- **Transportation & road maintenance**
- **Broadband service in rural areas**
- **Health care in rural areas**
- **Dysfunctional state government**
- **Day care**
- **Lack of available low cost housing**
- **Job availability**
- **Dependent on government jobs**
- **Aging infrastructure**
- **Old, abandoned buildings & infrastructure**
- **Low population numbers-decreasing**
- **Declining rural population**
- **Distance between communities (isolated)**
- **State leadership support**
- **Transient communities**
- **Mental health care deficiency**
- **Education funding**
- **Reduced enrollment at K State**
- **Aging population**
- **Lack of family oriented activities**
- **Commodity cycles (ag)**
- **Opinion that Kansas is a fly over state**
- **Individualism amongst communities**
- **Getting people to move back to country**
- **Very diverse sized economies in region**
- **Lack of work force**
- **Mismatch of skills to job openings**
- **High leverage and debt ratios.**

SWOT

Opportunities

- Increase cultural and recreational activities
- Marketing & tourism for niche market and ag education
- Travel & tourism: historical & cultural
- Military relations
- Land for eco devo
- Proximity to interstate system
- Historic structures
- Education
- Industry growth
- Conservation/ecofriendly
- Business development
- Conservation/eco friendly
- Affordable housing/living in rural areas
- Growing trend toward simple living
- Great area to raise children

- Opportunities to grow the skilled workforce
- Geographical location (transportation)
- Youth engagement and empowerment
- NBAF: supply and demands
- College grads
- Animal Health corridor
- Retirement communities
- Incentives to bring qualified medical professional people to rural/less dense areas
- Grow our own labor force through K-12 tech education students & colleges
- Some capital available for eco devo
- More job markets here
- Transportation industries looking for hub
- More interface between ag and Industry for growth
- Military supply needs
- Retirement communities
- Immigrants (qualified)
- Develop more retention at universities & Ft. Riley for entrepreneurial growth

SWOT

Threats

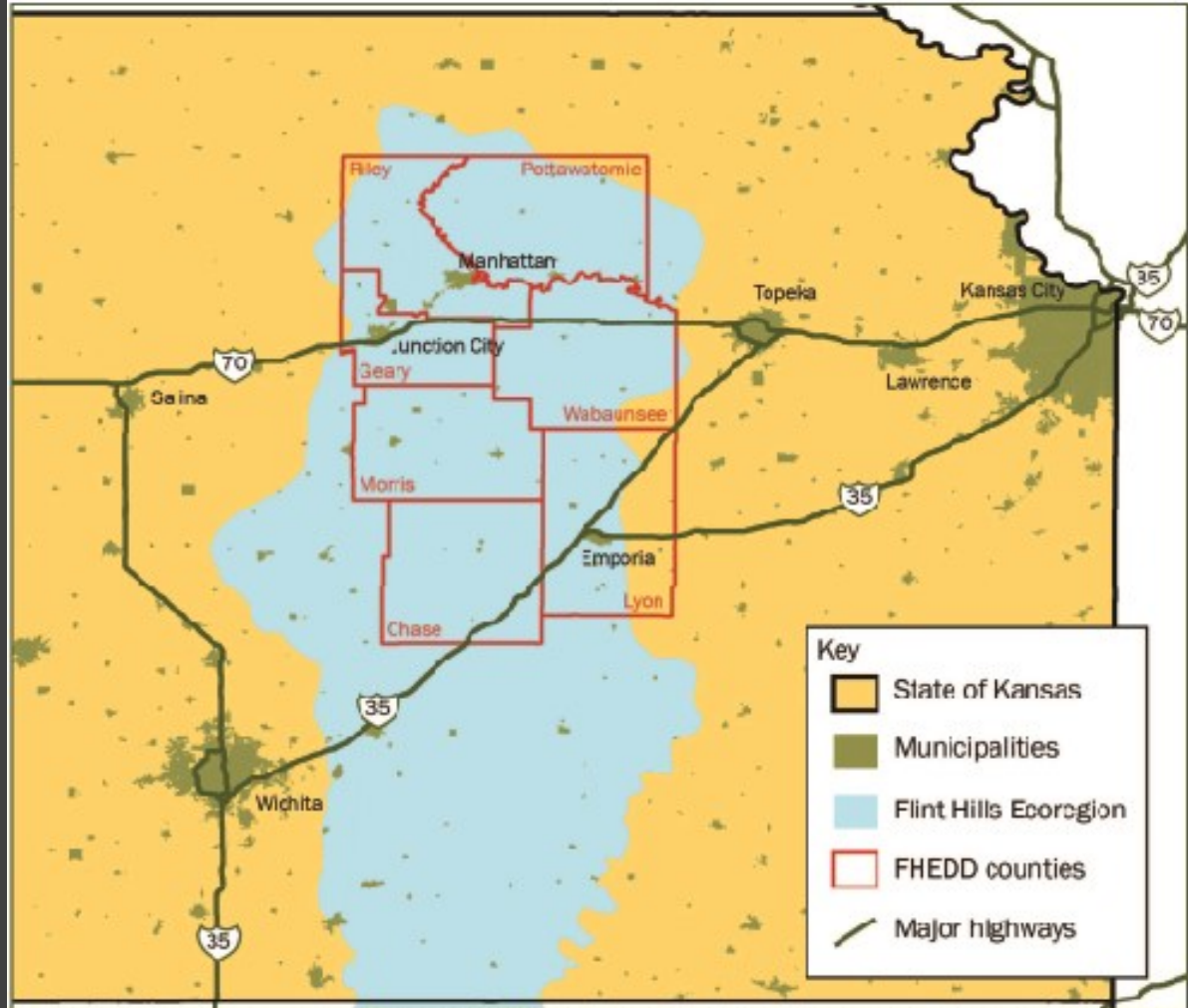
- Weather-no predictability for economic, and tourism impact
- Housing affordability
- State/federal funding (reduced)
- Closed mindedness
- Lack of inclusion
- growing beyond our sacred landscape/culture
- Heavy dependence on government employers vs. local employers
- Lack of creativity and vision
- Being left behind/forgotten
- Availability and diversity in job opportunities
- High debt ratios & lower education regarding personal finance
- NBAF release of animal diseases affecting humans and animals
- Close proximity to Ft. Riley
- Ft. Riley numbers decreasing
- Down economy

- Complacency
- Rural population declining
- Metro areas attracting young people away from rural area
- Tuttle Creek Dam is on a fault
- The people that don't like change
- Metro areas ie: KC Topeka
- Individualism in communities
- lack of affordable housing
- Lack of labor force
- Loss of population
- Lack of direction from state gov't.
- Changes in the ag economy
- Dysfunctional state government
- Loss of local schools
- Roads and infrastructure
- Death of brick and mortar businss
- Personal agendas in communities
- Apathy in communities
- No workforce
- High taxes
- Fluctuation of military (Ft. Riley)

Counties

- SWOT
 - By County
 - Chase
 - Morris
 - Lyon
 - Geary
 - Riley
 - Pottawatomie
 - Wabaunsee

Map of the Flint Hills Economic Development District



Source: State, municipality, county, & Highway shapefiles from Census Bureau 2012 TIGER/Line Files (<http://www.census.gov/geo/maps-data/data/tiger-line.html>). Flint Hills Level III Ecoregion shapefile from US Environmental Protection Agency (http://www.epa.gov/wed/pages/ecoregions/level_iii_iv.htm)

SWOT



- **Strengths** are a region's relative competitive advantages (e.g., industry supply chains and clusters, extensive port, rail, and broadband assets, specialized workforce skills, higher education levels, collaboration among stakeholders) and often are internal in nature;
- **Weaknesses** are a region's relative competitive disadvantages (e.g., a risk-averse or change-resistant regional culture), also often internal in nature;
- **Opportunities** are chances or occasions for regional improvement or progress (e.g., expansion of a biosciences research lab in the region), often external in nature; and
- **Threats** are chances or occasions for negative impacts on the region or regional decline (e.g., several companies in the region considering moving to lower-cost areas of the state), also often are external in nature.

Economic Analysis



State of the regional economy.

What are the strengths and weaknesses? What are the strong existing and growth sectors? Which areas are most distressed? What is driving job creation or loss and the state of economy in general? What are the region's assets?

Regional clusters. Which clusters, and industries and occupations within the cluster, are growing and declining, and why?

EDA defines clusters as a geographic concentration of firms, workers and industries that do business with each other and have common needs for talent, technology, and infrastructure. See the U.S. Cluster Mapping Tool (<http://www.clustermapping.us/>) for more information on clusters and the promotion of clusters.

Clusters



Established Clusters

- Military
- Ranching and Farming
- Higher Education

Potential Clusters*

Agriculture & Animal Health

Small to Medium Enterprise Manufacturing

Professional & Technical Services

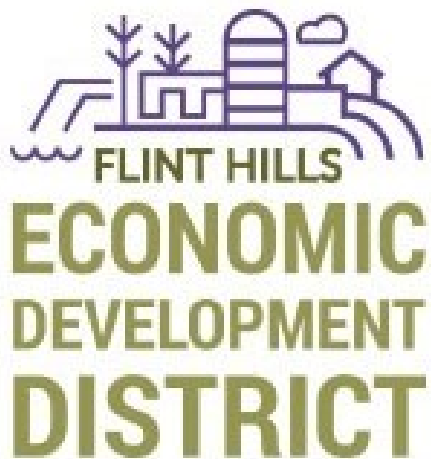
Bio Defense and Security

Travel & Tourism

*Greater Manhattan Project



*Regional success through trust,
cooperation and mutual support*



Flint Hills Regional Council
www.flinthillsregion.org

Questions / Comments