

## Economic Development 101

## Definition

Economic Development is the process of creating jobs and increasing capital investment to broaden the tax base.

## The importance of Economic Development

Assists in maintaining a desired lifestyle  
Pays for the basic government services  
Insures a future  
Changes Attitudes

## The Scope of Economic Development

## Economic Development Terms

What Constitutes Economic Development  
and What Does it Mean to Your  
Community?

## Primary Business

Business that generates new dollars for the  
community  
Export goods / services out-side the  
community in exchange for dollars returned  
to the community

## Secondary Business

Business that recycles dollars within the community

## Local Government looks at Economic Development as the expansion of the tax base

Property Tax – Industrial / Commercial / Residential  
Sales Tax – retail

## Retention & Expansion of Existing Businesses

Economic Impact of Expanding Existing Business on the Community

80% of new jobs created by existing businesses

### State Retention & Expansion Tools

Business Retention & Expansion Surveys  
State Incentives

## Start-up / Homegrown Businesses

Home-based business program  
Cooperative / incubator service  
Entrepreneurial Development

## Recruiting New Businesses

### Economic Impact of New Business on the Community

Increase Tax Base  
Increase dollars available in local economy

### Local Incentives

Tax Abatements  
Waiver of Fees  
TIF's

### State Recruitment Process

Target Site Consultants  
State Incentives

## The Mechanics of Economic Development

## Tools to Develop a Plan

Community Survey  
Community Analysis

## Develop the Product

What's available  
Infrastructure Needs  
Industrial Park  
Existing Buildings / Sites  
Business Incubators

## Market the Product

### Marketing Opportunities

Brochure / Website / Advertising  
Location One Information System  
Regional Cooperative Advertising

### Partnerships

Local  
Regional  
State

## Incentives

### State

Enterprise Zone Tax Credits  
High Performance Tax Credits  
Workforce Training Programs  
Kansas Economic Opportunity Initiative Fund (KEOIF)

### Local

Tax Abatements / Rebates  
Revolving Loan Funds  
Waiver of Fees  
Donation of Land