

**RESOLUTION NO. 051313-4**

**A RESOLUTION ADOPTING AN ECONOMIC DEVELOPMENT PLAN FOR THE CITY OF ABILENE, KANSAS**

**WHEREAS**, the City of Abilene, in partnership with Dickinson County and the Abilene Area Chamber of Commerce, has facilitated the development of a three-year Economic Development Plan with feedback and input from the business community and general public; and

**WHEREAS**, the City of Abilene desires to adopt a three-year Economic Development Plan to set forth a formal plan to encourage economic activity and growth within the local economy.

**NOW, THEREFORE BE IT RESOLVED**, by the City Commission of the City of Abilene, as follows:

**Section 1. Economic Development Plan.** That an Economic Development Plan for the City of Abilene, Kansas, is hereby adopted as attached hereto as **Exhibit A**.

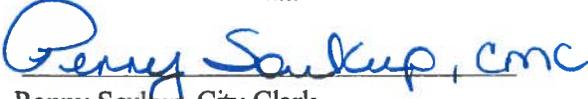
**Section 2. Implementation.** The City Manager shall be authorized to implement the Economic Development Plan, in cooperation with area partners, as provided therein and in applicable resolutions, ordinances, and laws. The City Manager shall provide bi-annual updates, to be held in January and August, to the City Commission, the business community, and the general public on the status of the plan's implementation. The Economic Development Plan shall be annually reviewed so as to ensure that its objectives are still relevant amid the changing economic conditions of the community.

**Section 3. Effective Date.** That the effects of this Resolution shall be in full force after its approval by the City Commission.

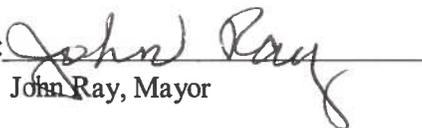
**PASSED AND APPROVED** by the Governing Body of the City of Abilene, Kansas this 13<sup>th</sup> day of May, 2013.



ATTEST:

  
Penny Soukup, City Clerk

**CITY OF ABILENE, KANSAS**

By:   
John Ray, Mayor

**EXHIBIT A**

**Three-Year Economic Development Plan**

**for the**

**City of Abilene, Kansas**

**May 13, 2013**

# THREE-YEAR ECONOMIC DEVELOPMENT PLAN

City of Abilene, Kansas

The City of Abilene's mission with respect to economic development is to be proactive in growing and sustaining an environment that promotes a healthy and diverse business community.

1. **Retain existing businesses and promote organic business growth within the community.**
  - a. SHARED - Develop a marketing campaign for the community that tells a personalized story of why Abilene is a place of choice to locate a business, raise a family, or visit on a vacation. Deploy the campaign in strategic media outlets.
  - b. CHAMBER - Establish a concierge program to provide consistent, up-to-date information and assistance related to business and economic development.
  - c. SHARED - Conduct annual one-on-one meetings with businesses throughout the community to determine needs and assess the existing local economy.
  - d. CITY - Conduct bi-annual business summits to share information about the local economy and provide business leaders with an opportunity to directly engage each other and the local governments.
  - e. CHAMBER - Facilitate business networking events that provide an opportunity for local business leaders to dialogue about the local economy.
  - f. CHAMBER - Encourage businesses to develop a business succession plan to allow their business to continue operations after a business owner's retirement.
  - g. CITY - Engage existing businesses with respect to the local regulatory environment to determine ways to streamline regulations and limit unnecessary government interference that may hinder business operations or expansion.
  - h. CITY - Build a community partnership between local businesses and the City to improve the look and feel of the streetscape and reduce code violations, especially along major business corridors and the downtown area.
  - i. CITY - Develop an improved set of standards to guide businesses with facade or external improvements.
2. **Recruit and grow new businesses.**
  - a. SHARED - Identify resources to develop entrepreneurs within the community.
  - b. CHAMBER - Develop a program to assist local entrepreneurs with the various phases of growing a business.

- c. CHAMBER - Identify financial resources to provide entrepreneurs with access to capital for various phases of business development.
- d. CITY - Develop a list of specific industries to target with economic development recruitment efforts that would benefit from or are complemented by local economic synergies (i.e., strengths or assets). Such recruitments efforts shall be reported to the Economic Development Council.
- e. CITY - Develop business incentives that may be deployed to assist prospective businesses with the initial cost of relocation or to address market inefficiencies associated with specific, targeted industries.
- f. SHARED - Develop a marketing campaign for the community that tells a personalized story of why Abilene is a place of choice to locate a business, raise a family, or visit on a vacation. Deploy the campaign in strategic media outlets.
- g. CITY - Establish a public-private partnership framework to assist in financing the development of the Abilene Business Park. Recruit an anchor tenant, such as a technical college, to begin to develop synergy within the geographic area of the park.

3. **Promote residential development in Abilene.**

- a. SHARED - Develop a marketing campaign for the community that tells a personalized story of why Abilene is a place of choice to locate a business, raise a family, or visit on a vacation. Deploy the campaign in strategic media outlets.
- b. CITY - Research policies and programs that promote affordable housing and implement ones that are appropriate for Abilene.
- c. CITY - Develop a formal policy to guide the use of special benefit district financing to promote public-private partnerships in residential development.
- d. CITY - Review zoning regulations to create provisions that would allow for the development of residential lofts in the downtown area.
- e. CITY - Proactively market the availability of the Neighborhood Revitalization Programs to property owners with property located within the designated corridors.

4. **Collaborate with business partners to develop and grow events that draw visitors to the community.**

- a. SHARED - Develop a marketing campaign for the community that tells a personalized story of why Abilene is a place of choice to locate a business, raise a family, or visit on a vacation. Deploy the campaign in strategic media outlets.
- b. CHAMBER - Create a community calendar for businesses and organizations to share information on upcoming events.

- c. CITY (through CVB) - Encourage businesses and organizations to integrate events with community assets such as the Great Plains Theater.
- d. CITY (through CVB) - Develop an open communication system that promotes an engaging dialogue between businesses, organizations, and local government.