

WORK SESSION AGENDA

February 16, 2022

5:00 p.m.

I. Work Session Discussion Items:

- a. Economic Development Overview
 - i. El Dorado Inc.
 - ii. Main Street
 - iii. Chamber of Commerce
- b. Development Process and Incentives
- c. BASE (Building a Stronger Economy) Grant Application Projects

II. Regular Agenda Preview:

- a. **Items to be Placed on the Consent Agenda**
 - i. Meeting Minutes
 - ii. Appropriation Ordinance
 - iii. CMB License for Walnuts Baseball, Inc.
- b. **Items to be Placed on the Regular Agenda**
 - i. 800 W. 6th Avenue Rezoning (R-3 to C-1)
 - ii. Advisory Board Appointments
- c. **Items to be Placed on the Land Bank Consent Agenda**
 - i. None
- d. **Executive Session**
 - i. None

III. Reports:

- a. City Commission Reports
- b. City Manager Report



2022 Economic Development Work Session

February 16th, 2022

Chamber Mission Statement



Our Mission:

“To develop and enhance the economic vitality of businesses through community leadership, education, advocacy and relationship development.”

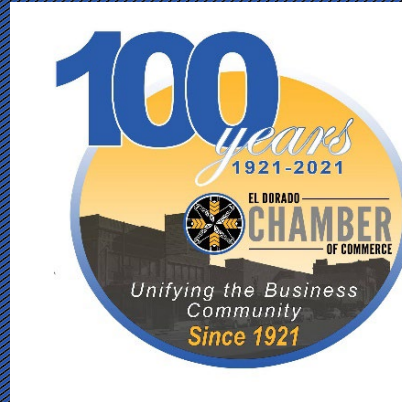
Chamber Vision Statement



Our Vision:

“To retain and increase membership by providing valued benefits and advocating for business and infrastructure policies that inspire regional business and economic growth.”

Accomplishments in 2021



- Celebrated our 100th anniversary
- Participated in the 150th Fest by hosting the Car Show and Cornhole Tournament
- Began developing a collaborative mindset with Main Street, INC., and Experience El Dorado, as well as with Butler County Chamber Executives and Chamber of Commerce Executives of Kansas
- Operating the Chamber as a business
- Met our Income and Operational Budgets for the year
- Developing relationships throughout our membership and non-members
- Hosted the Candidate Forum for the local election

Accomplishments in 2021



- Developed a new Investment and Benefit structure for Chamber membership
- Processed E-Community Loan applications
- Engaged with KWCH TV for commercial spots for 12 El Dorado regional businesses called Hometown Pride
- Planned and held the Back-to-School Breakfast
- Provided Signage grant to BrewCo and Misfit Kitchen
- Supported the Celebration of Freedom Committee for Veterans Week events and Wreath Placement at Sunset Lawns Cemetery

Accomplishments in 2021



- Increased our Social Media presence across Facebook, Instagram and LinkedIn promoting our members
- Performed a number of Ribbon Cutting Celebrations for new members
- Began supporting Wichita Chamber and other local Chambers in forming a Legislative Agenda
- Re-engaged the Women in Business Committee and held their first event with donations benefiting the Safe House
- Conducted a business survey related to Child Care concerns among member businesses
- Supported the Kansas Collegiate League Baseball to get a team placed in El Dorado and support from the local business community

Strategic Objectives for 2022 and beyond



1. Develop a Communications Plan that enhances the community's understanding of the role and benefits the Chamber provides.
2. Promote an innovative growth mindset through staff, board and volunteer positions.
3. Lead collaborative efforts with Community Partners.
4. Position the Chamber as a leading resource for current and new business.

Chamber Services and Initiatives in 2022



- Continue the E-Community program through Network Kansas to support business start-ups in the community. (Currently working on Sluggers LLC)
- Grow our Work Force Readiness Program through collaboration with the Kansas Department of Commerce and the Workforce Center
- Continue to collaborate with organizations seeking to develop solutions for affordable child care in El Dorado
- Inspire a collaborative mindset with Experience El Dorado, Main Street and El Dorado Inc. to develop meaningful events and programs that promote regional business opportunities and infrastructure improvements to generate economic growth in our community
- Expand our business education capabilities with Chamber University and our new conference room, and promote the use of BCC BETA program.

Chamber Services and Initiatives in 2022



- Grow our relationships with other county and state Chambers on legislative agenda issues and to cultivate Best Practices
- Generate an annual event to support our Police and Fire Foundations
- Generate an annual event to support our Veterans and Wreaths Across America at Christmas time in collaboration with Main Street
- Hold our Annual Dinner “The Compass Dinner – “Charting a Course for El Dorado Business” on March 1st
- Host Legislative Coffees and Debates during the year and before elections
- Develop a Chamber Scholarship program for USD490 and USD375

Chamber Services and Initiatives in 2022



- Enrich our Business Resource capabilities for new and existing businesses
- Hold our 2nd Career Expo for 8th graders, high school students and members of the community providing demonstrations from area manufacturing and service businesses, and mock interviews
- Attract new businesses and promote entrepreneurship in El Dorado
- Engage our volunteers through a positive culture of innovation and purpose
- Conduct monthly Podcasts for Chamber news and membership interviews
- Maintain budget and financial compliance
- Have fun and remain passionate and innovative in how we assist and support our regional business community



**YOU
DON'T**

BUILD A BUSINESS

**YOU BUILD
PEOPLE**

AND THEN **PEOPLE**

BUILD THE BUSINESS

Remember

Thank you

February 16th, 2022

“
THE ROAD TO
SUCCESS
IS ALWAYS
UNDER
CONSTRUCTION.
”

LILY TOMLIN



EL DORADO INC.

An Economic Development Partnership

El Dorado, Inc.... What do we do?

- Recruit industrial development prospects that align with El Dorado's strengths and assets.
- Facilitate commercial development within the El Dorado Business Park and in other commercially designated areas of the community.
- Support the development of housing options within El Dorado.
- Provide general support to the local business community by assisting with business development and expansion efforts.
- Developed and are implementing a multi-platform marketing plan to recruit targeted industries and market El Dorado in the national and regional commercial and industrial real estate market.

2021 Project Highlights

- **Total Commercial Permits:** \$6,525,751
- **Tax Exempt:** \$2,361,954
 - Bu Co Historical Society
 - South Central Kansas Mental Health
 - USD 375
 - Spec Building
- **Taxable** \$4,700,664
 - Barton Solvents
 - Liberty Machines
 - Guffey Zumwalt
 - Russell Properties
 - Darwin Harris
 - Silvergate
- **2020 Major Carryover Projects:**
 - Mear Fertilizer
 - 142 N. Main
- **Housing**
 - Lagaly – West 3rd
 - Gilbert – Off Hazlet
 - Arndt – Old Lincoln Grade School
 - MRE Complete – 32 single family

2021 Highlights

- **Organization Involvement**

- Wichita Area Outlook Team
- GWP – Greater Wichita Partnership
- KEDA – Kansas Economic Development Alliance
- Team Kansas
- Greater Wichita Partnership Strategic Advisory Team
- Regional Economic Development Group
- Economic Development Institute – Oklahoma University

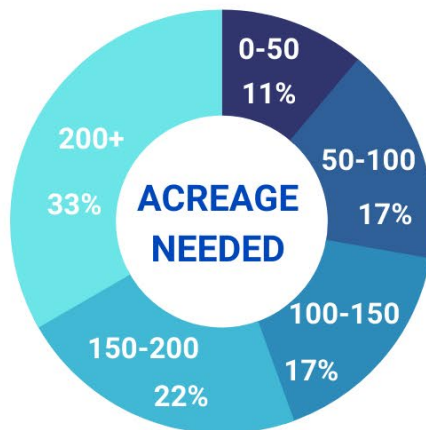
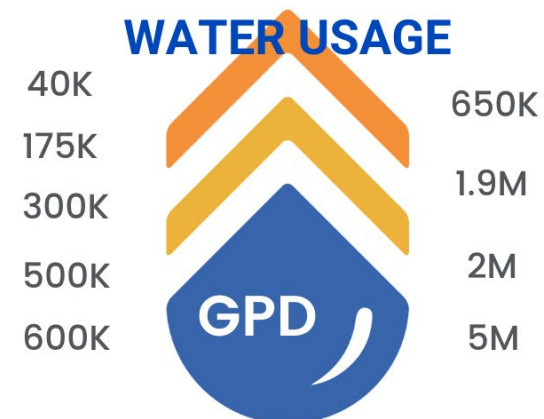
- **Candid Marketing**

- Gazelle AI Lists
- Email Campaigns – Positive Metrics
- Water Bottle Mailings
- ROI Leads through GWP
- Value of Educating the Public & KDOC



POWERED BY EL DORADO, INC.

Requests for Proposals



LIGHT/HEAVY INDUSTRIAL

FOOD PROCESSING

LIGHT/HEAVY MANUFACTURING

LIQUID BOTTLING



Goals for 2022

- Develop El Dorado Marketing Campaign continuation – Proactively recruit target industries that are heavy water users.
- Increase direct contact with Site Selectors
- Market El Dorado's Industrial space at Trade Shows
- Meet with local large companies to review business needs and any expansion plans
- Certify our large industrial sites through the KDOC – BASE Grant to speed up process.
- Director Goal – Complete (2) week long sessions of Certified Economic Developer training and prepare for certification test.





EL DORADO **MAIN STREET**
EST. 1998

Board President: Jeff Christensen

El Dorado Main Street's focus for 2022 economic vitalization is:

- Upper story residential development
- A plan to achieve the full rehab of the historic Masonic building on South Main & Pine
- A targeted effort to draw in and match new businesses to fill specific vacancies
- Partner with Americorps to bring on a full-time Communications Manager - this position will be integral to promoting opportunities in the Downtown District
- Completion of the Downtown Master Plan as a basis for strategic growth and action in partnership with the City

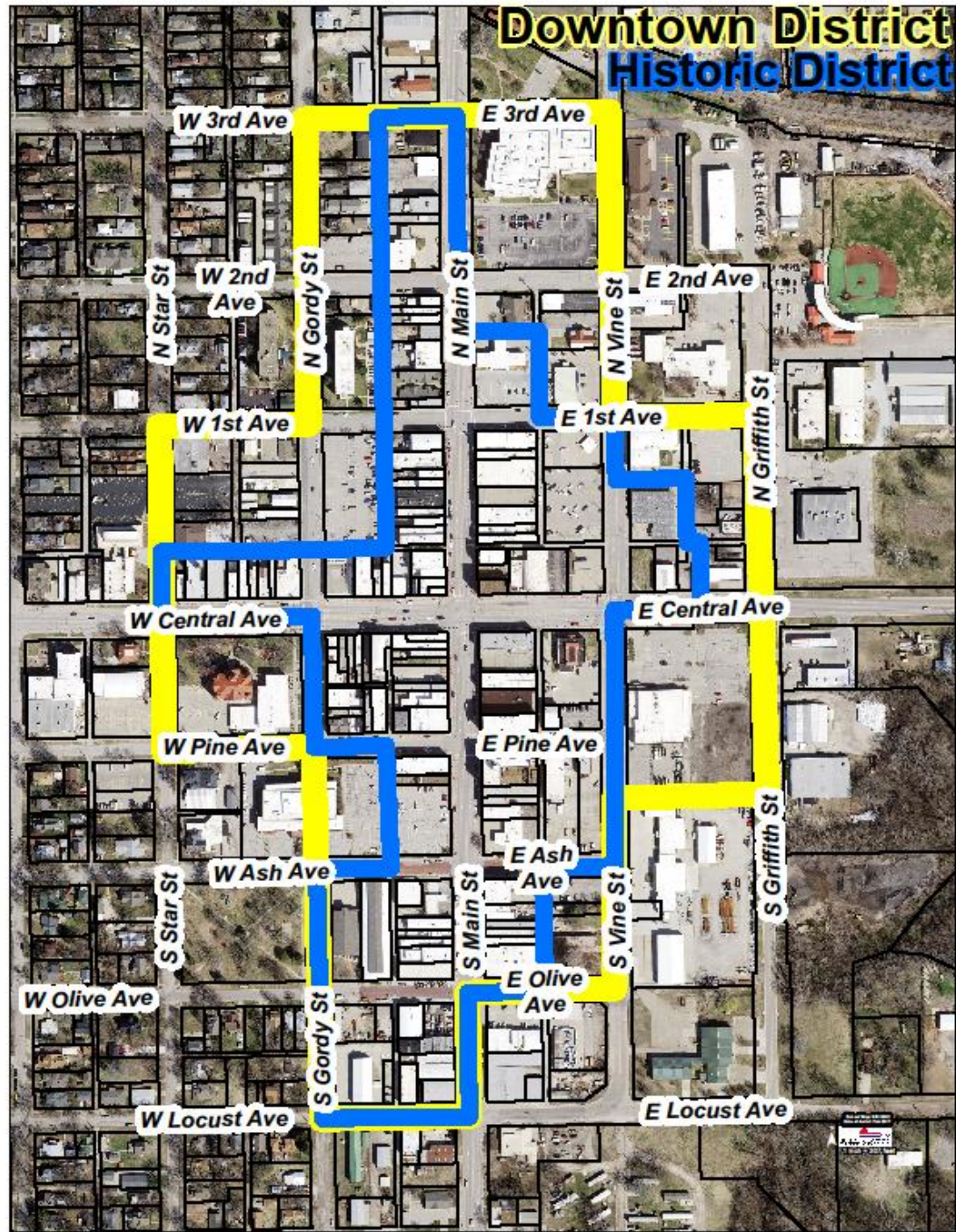


Downtown District

Historic District



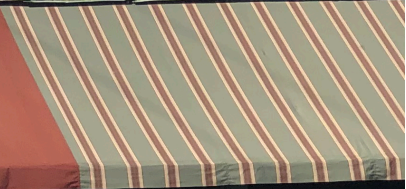
Downtown District Historic District



Upper Story Residential Development

- Studies have shown that the average spent in downtown districts by residents living there is \$18,000 annually.
- We believe that working alongside building owners to revitalize and restore Upper Story Residential areas can help breathe new life into our Historic Downtown District.
- Utilize grants, tax strategies, and other financial incentives available to assist building owners in rehabbing residential spaces.
- Downtown District currently has an occupancy rate over 95%.
- Increase residential spaces by 5-10% over the next 3 years. Currently, we have 211 residential spaces in Downtown.





100 N. Main

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1919
R.C. LOOMIS

H&CO

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DILLY DELI

139 N. Main

OPEN
BREWCO COFFEE HOUSE
DILLY DELI

COFFEE
DELI &
SWEETS

Love
PRE-ORDER
Chocolate
Smoothies
INSIDE!

Masonic Building Rehab:

- Main Street is focusing on the rehabilitation of this historic asset.
- Revitalizing this building can uplift the South Main commercial area, encouraging further development.
- The Masonic building is the largest remaining non-restored building in our Historic District, and its improvement will have a positive impact on the South Main Corridor and throughout the District.





Economic Development:

Ways Main Street is able to help implement Economic Development

- Federal, State, and Historic Grants
- Historic Tax Credits
- Incentives Without Walls (IWW)
- Façade Grant
- Neighborhood Revitalization Program (NRP)
- Close partnerships with local corporations and foundations



Potential Economic Development Tools through Collaboration with the City:

- Community Development Block Grant (CBDG)
- Community Improvement District (CID)
- Neighborhood Revitalization Program (NRP)
- Tax Increment Financing (TIF)
- Industrial Revenue Bond (IRB)
- Kansas Housing Resources Moderate Income Housing Program (MIH)
- Other



Ongoing Commitments:

- Trick Or Treat Down Main Street
 - Continues to be a safe, family friendly, FREE event that gives ALL of our Downtown businesses an opportunity to connect with the entire community. The positive response of the invitation to all businesses to come Downtown to participate has allowed the event to expand through their generosity.
- Veterans Banners
 - The program continues to grow, adding banners every year. It is an honor to recognize our service members.
- Thankful Thursdays
 - Our expanded leadership team for this event is creating more experiences and attractions for patrons Downtown.
- Old Fashioned Christmas
 - Enhancements coming! Old fashioned Christmas will be a four-day event, which kicks off on Thankful Thursday. On Friday, the Chamber is planning a new event. On Saturday, Santa makes his rounds from the Oil Museum to the Court House for the Mayor's tree lighting, following the parade of lights. Sunday brings a Christmas house tour - new this year.



ECONOMIC DEVELOPMENT

E X P E R I E N C E

EL DORADO

CONVENTION & VISITOR'S BUREAU

www.ExperienceElDo.com

OVERVIEW

Experience El Dorado is the official convention and visitor's bureau for the City of El Dorado.

Experience El Dorado works to increase the number of visitors, improve the visitor experience, facilitate community events and boost civic pride.



Tourism & Visitor Experience

1

COMMUNITY MARKETING

EE promotes El Dorado as a tourism destination through digital media, printed advertisements and the official El Dorado Visitor's Guide.

2

COMMUNICATION

EE enhances visitor experience by communicating via printed guides, city maps, our website and social media presence.

3

CIVIC PRIDE

EE increases civic pride by improving quality of life through community events and public art projects.

ACCOMPLISHMENTS

1.



2.



1. 150FEST

On September 11th El Dorado celebrated its 150th Anniversary with 150FEST in Downtown El Dorado attracting 2,736 people.

2. REBRAND

Beginning in April, the El Dorado Convention and Visitor's Bureau was rebranded into Experience El Dorado. The rebrand included a new website, incorporation of El Dorado Flag colors and a new Visitor's Guide.

3.



2021

3. PUBLIC ART PROJECT

Experience El Dorado began working on a public art project to increase the vibrancy and walkability of the city and increase civic pride among residents. The inaugural mural, at Central and Main, was donated by Martin Pringle.

LOOKING FORWARD

Community *Events.*
Community *Pride.*
Community *Marketing.*



CITY OF GOLD FESTIVAL

City of Gold Festival will be a new annual festival held each fall to celebrate El Dorado history and culture while bringing together the community and attracting visitors.

INCREASE VISITORS

EE is executing a strategic marketing plan to increase visitors to the El Dorado area and bring the 1.2 million annual visitors to El Dorado Lake into the City of El Dorado. This plan includes attracting new conventions and sporting tournaments.

COMMUNITY EVENTS

EE has developed a diverse calendar of events to increase civic pride and bring the community together including public performances, movies in the park and more.

2022

CITY OF GOLD FEST



EXPERIENCE
EL DORADO

