



# Growing Kansas: A Look at Kansas Economic Development

# “MAY YOU LIVE IN INTERESTING TIMES.”

## -TRADITIONAL CHINESE CURSE

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- Changing Workforce Needs
- Historically Low Unemployment
- Complicated Geopolitics
- Incentive Programs Under Attack
- Demographics Changing
- Population Decline

**State's lead economic development agency  
largely gutted over the past ten years**



Photo Credit: Kansas Travel & Tourism



Innovation Era



Challenging Years



Back to Best in Class

# INNOVATION ERA – 80s & 90s

REDWOOD-KRIDER REPORT, 1986

## MANUFACTURING & AGRICULTURE

- Provided support and resources to encourage growth in the manufacturing and value-added agriculture sectors.

## TECH & BIOSCIENCE

- Kansas Technology Enterprise Corporation (KTEC)
- Kansas Bioscience Authority (KBA)

## TOOLS

- STAR Bonds
- Kansas Industrial Training (KIT)
- Kansas Industrial Retraining (KIR)
- Promoting Employment Across Kansas (PEAK)
- High Performance Incentive Program (HPIP)



KANSAS INC.

# DEAL FLOW

BUSINESS RECRUITMENT PROCESS



LOCAL  
COMMUNITIES  
*- Receive Leads*

LOCALS  
SUBMIT BIDS

# GLOBALLY RECOGNIZED COMPANIES

HEADQUARTERED IN KANSAS



**BLACK & VEATCH**



**COBALT BOATS**



**Dairy Farmers of America**



# GLOBALLY RECOGNIZED COMPANIES

OPERATING IN KANSAS



**AIRBUS**

**amazon**

**BOMBARDIER**

*Cargill*<sup>TM</sup>

*Coleman*

**GM**

**Honeywell**

**MARS WRIGLEY**  
confectionery

 **National Beef**<sup>®</sup>

*Russell Stover*

*Beechcraft*

  
Cessna

*Hawker*

TEXTRON AVIATION

**Tyson**<sup>®</sup>

# CHALLENGING YEARS



BUDGET



SHRINKING  
FOOTPRINT



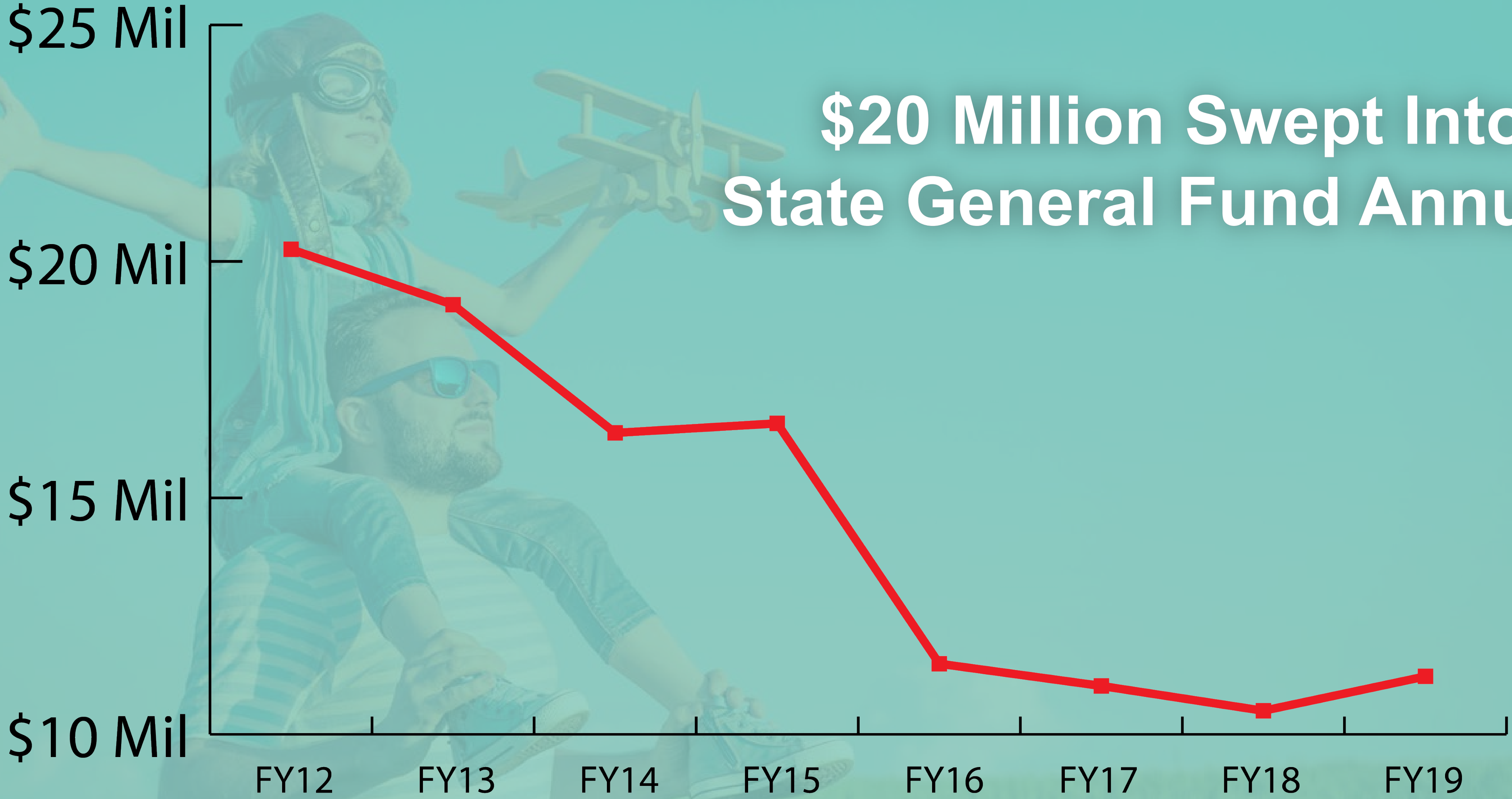
PROGRAM  
CUTS



# ECONOMIC DEVELOPMENT INITIATIVES FUND



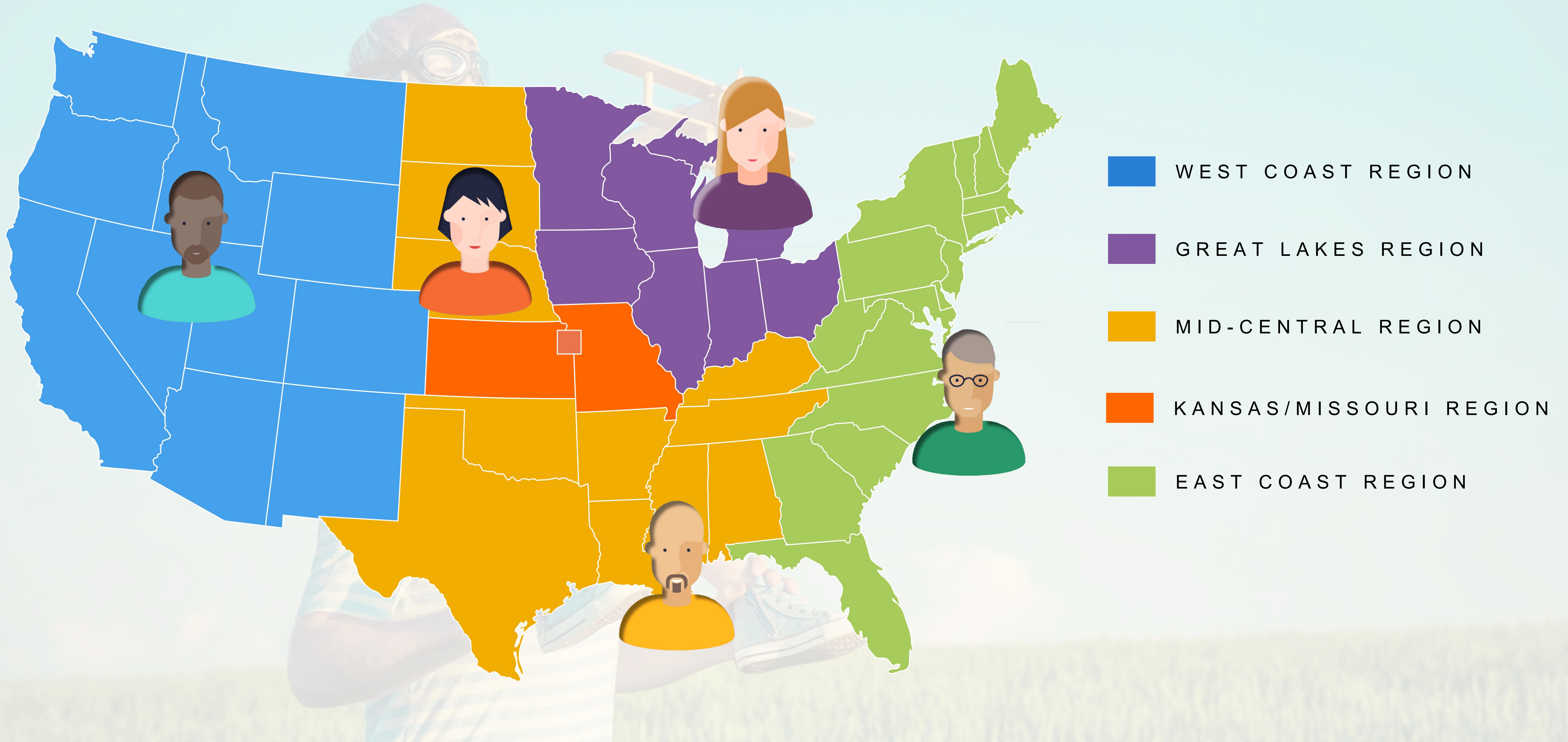
# ECONOMIC DEVELOPMENT INITIATIVES FUND



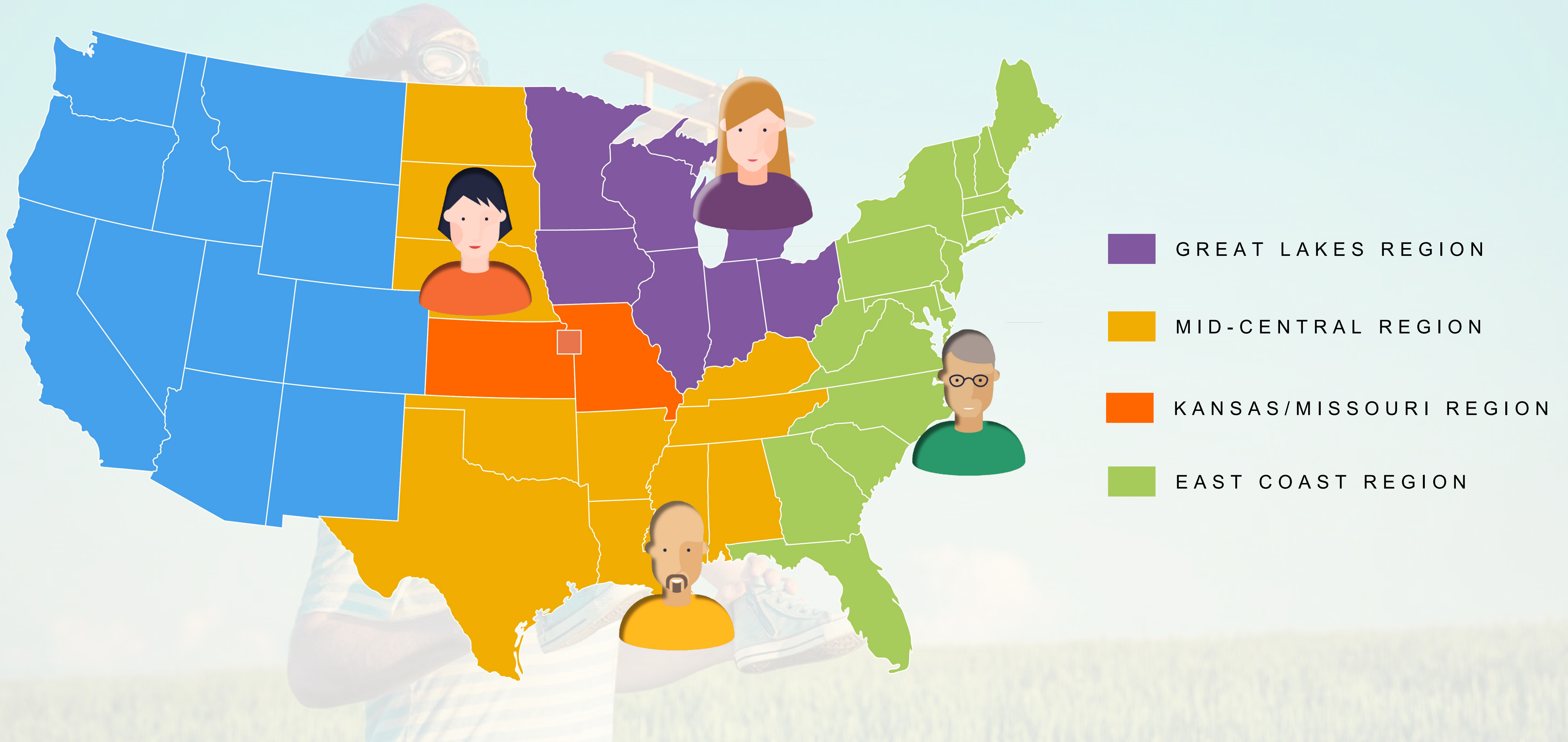
**\$20 Million Swept Into  
State General Fund Annually**

# BUSINESS RECRUITMENT

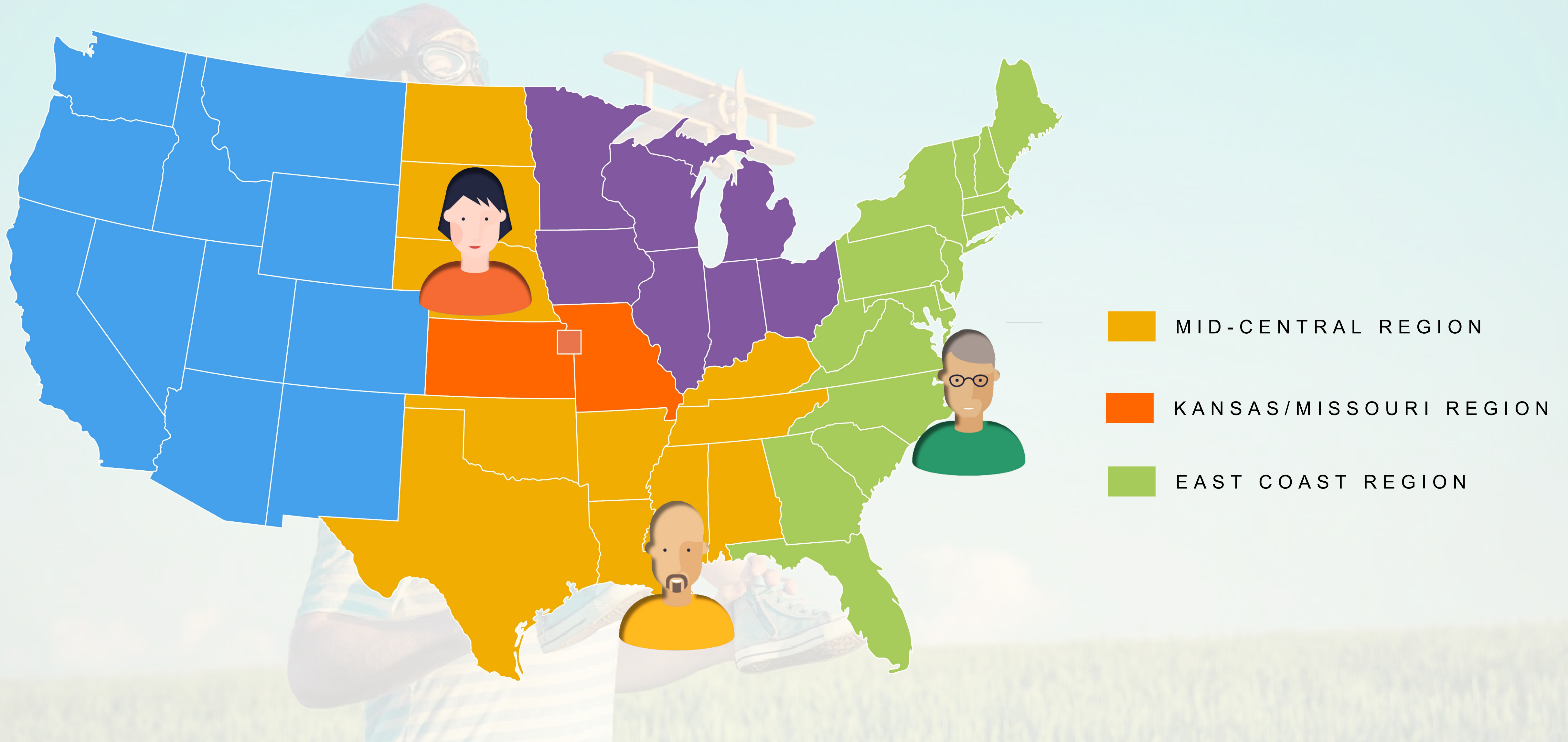
## FULL STAFFING LEVEL



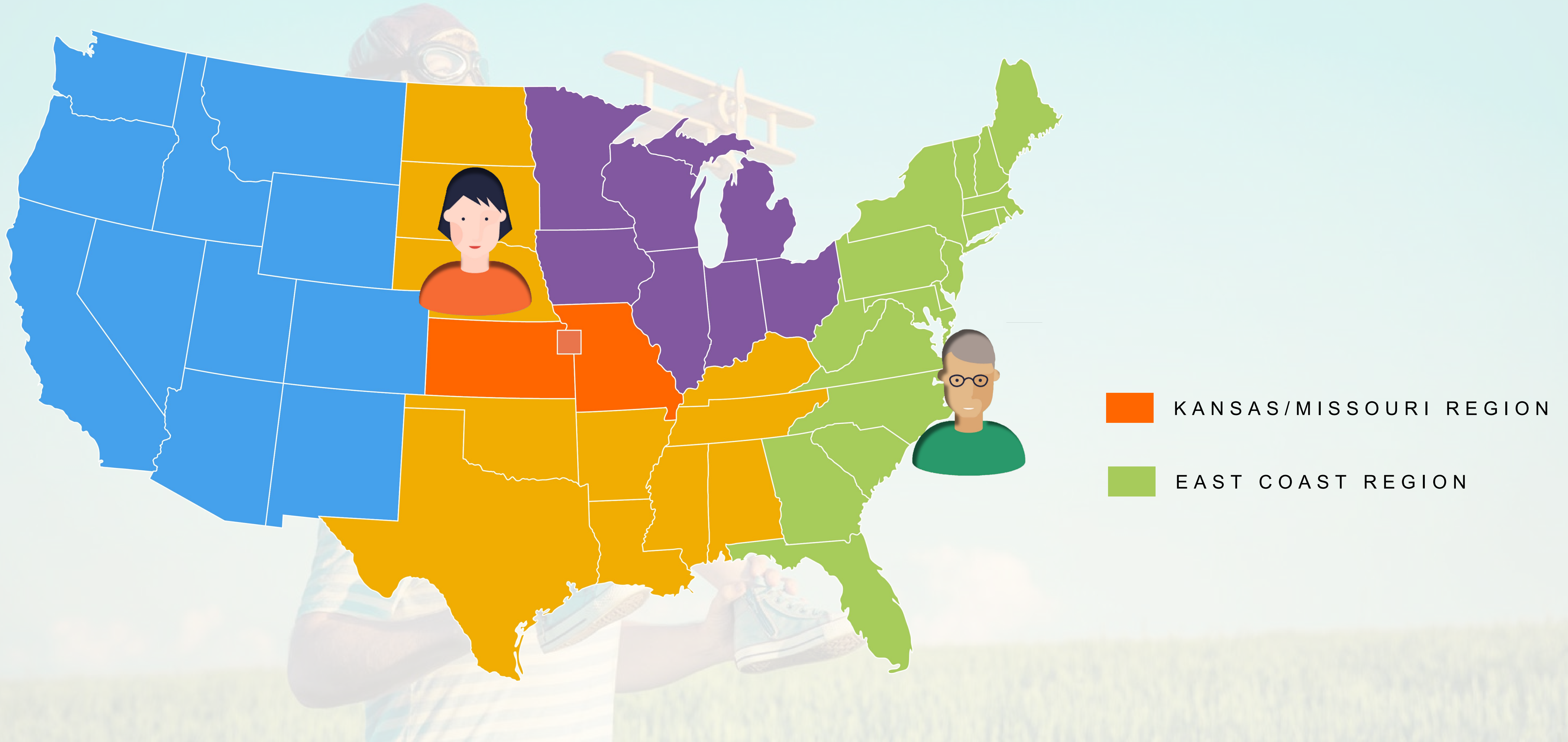
# BUSINESS RECRUITMENT



# BUSINESS RECRUITMENT

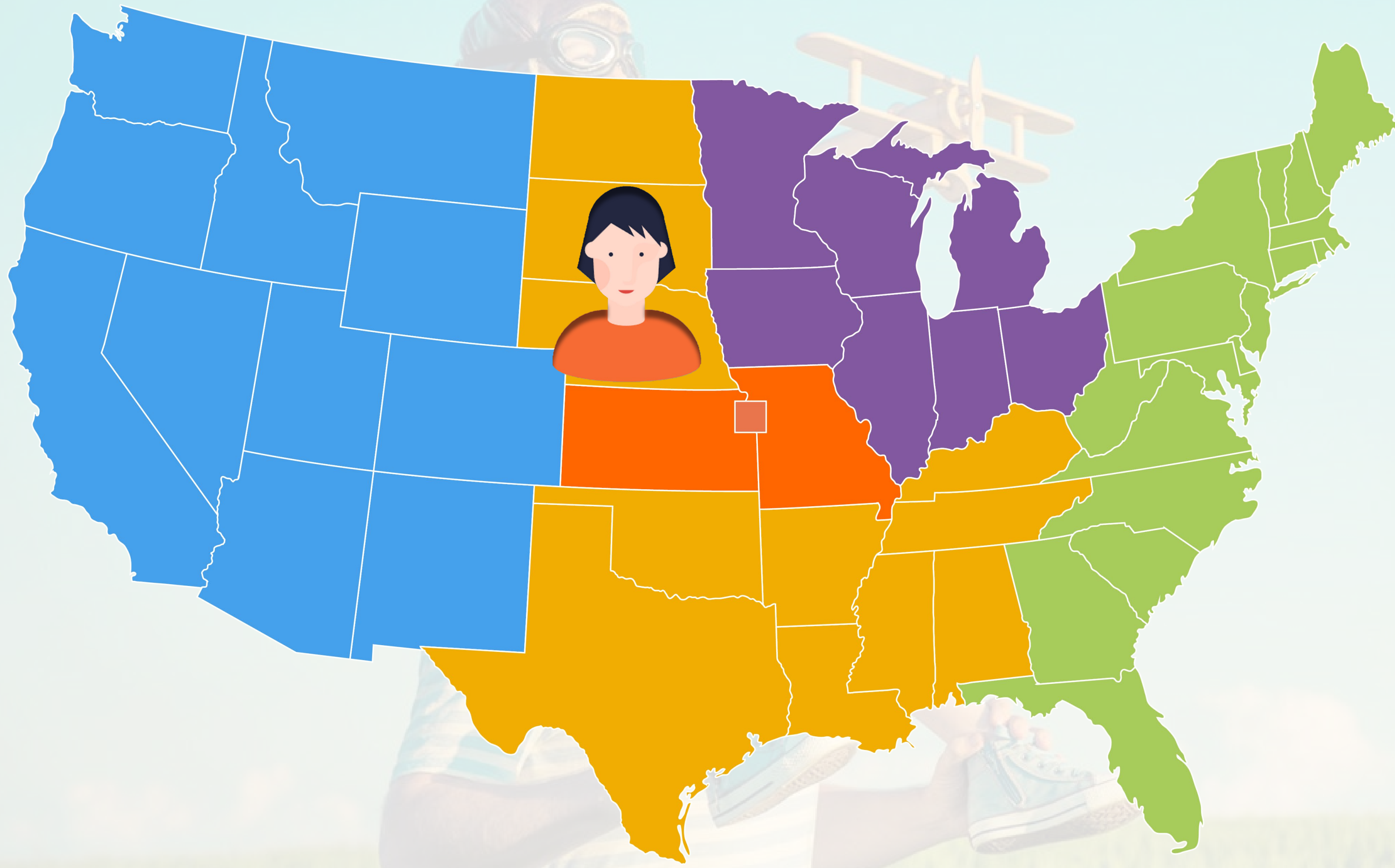



# BUSINESS RECRUITMENT



# BUSINESS RECRUITMENT

**ONE REPRESENTATIVE FOR ENTIRE UNITED STATES**



 KANSAS/MISSOURI REGION

# INTERNATIONAL BUSINESS RECRUITMENT

## FULL STAFFING LEVEL

### INTERNATIONAL OFFICES

-  JAPAN OFFICE - TOKYO
-  EUROPE OFFICE - LONDON
-  CHINA OFFICE - BEIJING
-  MEXICO OFFICE - MEXICO CITY

### INTERNATIONAL STRINGERS

-  KOREA
-  CHILE
-  BRAZIL

 KANSAS





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# INTERNATIONAL BUSINESS RECRUITMENT

## INTERNATIONAL OFFICES

 MEXICO OFFICE – MEXICO CITY

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 KOREA

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 KANSAS



# INTERNATIONAL BUSINESS RECRUITMENT

## INTERNATIONAL OFFICES

■ MEXICO OFFICE – MEXICO CITY

## INTERNATIONAL STRINGERS

■ CHILE

■ BRAZIL

★ KANSAS



# INTERNATIONAL BUSINESS RECRUITMENT

## INTERNATIONAL OFFICES

■ MEXICO OFFICE – MEXICO CITY

## INTERNATIONAL STRINGERS

■ BRAZIL

★ KANSAS



# INTERNATIONAL BUSINESS RECRUITMENT

## TWO PEOPLE TO REPRESENT KANSAS INTERNATIONALLY

INTERNATIONAL OFFICES

■ MEXICO OFFICE – MEXICO CITY

INTERNATIONAL STRINGERS

★ KANSAS



# SERVICES CUT OR ELIMINATED



KANSAS BIOSCIENCE  
AUTHORITY



KANSAS INC.



KANSAS ARTS COMMISSION



KANSAS TECHNOLOGY  
ENTERPRISE CORPORATION (KTEC)



INTERNATIONAL  
MARKETING & TRADE  
DIVISION



STATE BRANDING EFFORTS



COHESIVE  
TRAVEL & TOURISM

# SERVICES CUT OR ELIMINATED

**ELIMINATED**

KANSAS BIO  
AUTHORITY

**ELIMINATED**

KANSAS INC.

**ELIMINATED**

KANSAS ARTS COMMISSION

**ELIMINATED**

KANSAS TECHNOLOGY  
ENTERPRISE CORPORATION (KTEC)

**CUT**

KANSAS INTERNATIONAL  
MARKETING & TRADE  
DIVISION

**CUT**

STATE FUNDING EFFORTS

**CUT**

COHESIVE  
TRAVEL & TOURISM



# GETTING BACK TO “BEST IN CLASS”



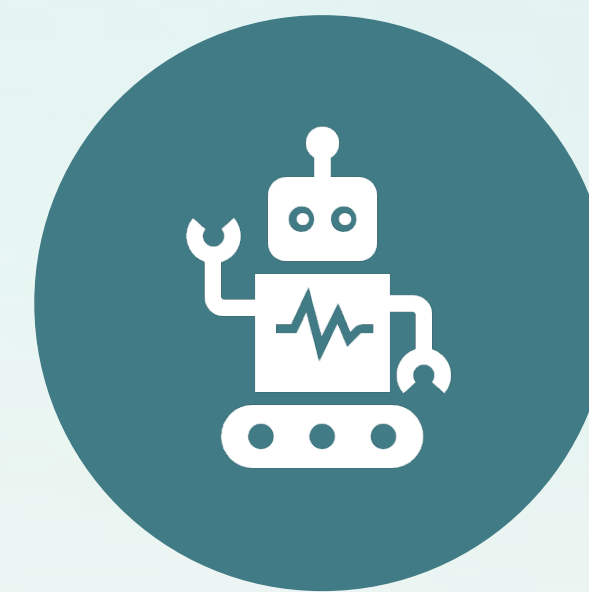
RESTORING  
RELATIONSHIPS



INCREASING  
TRANSPARENCY



RETURNING TO  
CORE BUSINESS



SHAPING  
THE FUTURE

# NEW STRATEGIC PLAN

Redwood-Krider, 1986

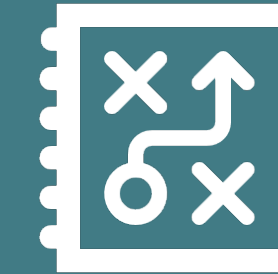




# KANSAS FRAMEWORK FOR GROWTH

[www.KansasGrowth.com](http://www.KansasGrowth.com)

#KansasGrowth



## Three Phases:

1. Assessment and Benchmarking
2. Recommendations and Best Practices
3. Implementation Planning

Take the Survey:  
[KansasGrowth.com](http://KansasGrowth.com)

# LET'S TALK ABOUT KANSAS

Monthly Newsletter  
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[/company/Kansas-Department-of-Commerce](https://www.linkedin.com/company/Kansas-Department-of-Commerce) | [/KansasCommerce](https://www.youtube.com/channel/UC...)

# Governor Kelly's Priorities



## CHALLENGES

- Lagging GDP growth
- Low labor force participation
- Increasingly competitive world for Business Recruitment and Development

# Governor Kelly's Priorities



## PROGRESS

- Business recruitment activity has resulted in 6,234 jobs and \$443M in capital investment this year
- Border War ceasefire
- Focusing on quality of life
  - Health Care, Child Care
  - Community Revitalization: Office of Rural Prosperity, Kansas Main Street, Kansas Arts Commission
- Fiscal Health: Stabilizing Tax Environment



**Thank You**