

Ordinance 210920

Neighborhoods Planning and Development
Committee

10/15/21



Overview

- Enacts an updated Economic Development and Incentives Policy
- Previous Policy - 140031
- Originally Adopted 2014
- Incorporates Feedback from Council gathered during surveys and one-on-one interviews during Spring 2021

Why is this Needed?

- Council priorities and community conditions evolve over time
- Provides clarity for developers, businesses, seeking incentives and stakeholders impacted
- Provides guidance to staff responsible for implementing and administering incentive programs.
- Facilitates Effective Decision Making
- Directs Future Policy Recommendations
- Guides Implementation/Shapes Action

Summary of Policy

- Establishes General Requirements
- Six Focus Areas
 1. Economic Growth
 2. Creation of Quality Jobs
 3. Development Generally
 4. Residential
 5. Commercial and Industrial
 6. Fiscal Responsibility

Summary of Changes

- Requires alignment with other Strategic Plans
- More Specific Priorities – Residential, Commercial, Industrial, and Jobs
- More People Focused
- Indicates What to Measure
- Updated Priority Areas – Job Access, Transit Oriented Development, Parking, Historic Preservation, Supply, Livable Wages, Sustainable Construction, Resource Efficiency

PROPOSED - *Economic Development & Incentives Policy*

GENERAL REQUIREMENTS

1. Align with Other Strategic Plans:
 - Citywide Business Plan, Comp Plan, CIP Plan, AdvanceKC Purpose/Values
2. Strengthen Economy
3. Preserve/Enhance Local Tax Base
4. Increase Incomes and Income Equality for Residents
5. Target Areas of High Unemployment and Underemployment
6. Follow Sustainable Development Practices
7. Efficient, Scalable, Streamlined
8. Reasonable Limits to Support Financially Feasible Projects
9. Targeted to Stated Priorities

PROPOSED - *Economic Development & Incentives Policy*

ECONOMIC GROWTH

1. Increased Population Density
2. Sufficient Pipeline of Well Educated/Skilled Workers
3. Economically/Demographically Diverse
4. Increase # of New Business Enterprises
5. Accelerate Business Scalability and Innovation
6. Globally Competitive
7. Efficient Utilization of Resources for Infrastructure
8. Increased Prosperity and Equal Opportunities to Advance for All
9. Improved Public Health
10. Increased Gross City Product (GCP)

PROPOSED - *Economic Development & Incentives Policy* *CREATION OF QUALITY JOBS*

1. Jobs for KCMO Residents
2. Focused on AdvanceKC Sectors (Current/Updated)
3. Opportunity for Entry Level and Skilled Workers
4. Livable and Competitive Wages
5. Equally Accessible Regardless of Transit Mode
6. Increased Employment Opportunity for Minorities and People of Color

PROPOSED - *Economic Development & Incentives Policy*

DEVELOPMENT GENERALLY

1. Safe, Sustainable, High-Quality Building Materials
2. Sustainable Construction Methods
3. Preserves Historic Properties and Districts
4. Efficient Utilization of Parking Assets
5. Promotes Multi-modal Transit Choice
6. Focused on Continuously Distressed Areas
7. Balanced, Competitive and Equally Accessible Supply of Facilities

PROPOSED - *Economic Development & Incentives Policy* *RESIDENTIAL*

1. Diversified Housing Options – Income, Life Stage, Supportive
2. Reduce Cost Burdens
3. Increase Supply for Moderate, Low, Extremely Low Income Residents
4. Closer to Jobs
5. Closer to Transit

PROPOSED - *Economic Development & Incentives Policy* **COMMERCIAL/INDUSTRIAL**

1. Closer to Workers
2. Closer to Transit
3. Increased Opportunity for KCMO Residents
4. Net New Earnings for KCMO and Region
5. Promote Ground Floor Uses
6. Promotes Transit Oriented Development/Amenities
7. Minimizes/Efficiently Uses Parking
8. Competitively Pricing and Adequate Supply for Target Sector Industries and Small Businesses

PROPOSED – *Economic Development & Incentives Policy*

FISCAL RESPONSIBILITY

1. Promotes Good Financial Stewardship
2. Only as Necessary to Fill the Gap
3. Pay-As-You-Go, Discourage New Debt
4. Net New Sales Taxes
5. Reasonable and Appropriate Project Expenses with Public Benefits
6. But-For
7. Preserve Existing Tax Base for Impacted Jurisdictions
8. No E-Tax Only Incentives
9. Maximize Private Investment
10. Continuously Monitored
11. List of Business Types Not Eligible

QUESTIONS?