

KANSAS

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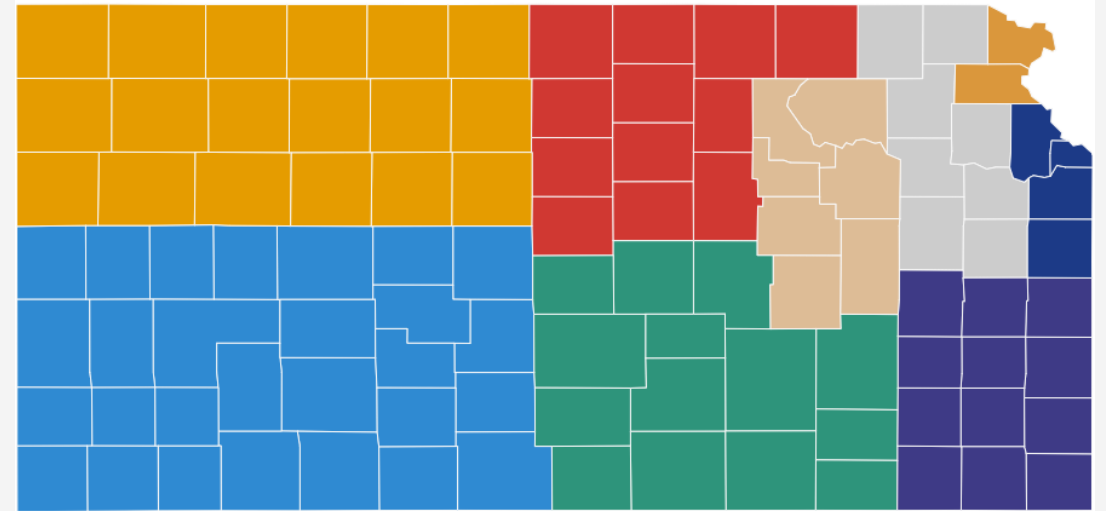
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Background / Operating Environment

- Overall goal – foster collaboration, bridge the perceived divide between urban and rural areas, and establish a stronger, more unified economic development strategy for the state
- Factors that drove the submission of the EDA Policy Academy Application
 - Lack of collaboration
 - Geographic differences between EDDs
 - Perceived neglect
 - Complexity in service coordination
 - Population distribution

Economic Development Districts

Economic Development Districts (EDDs) are multi-jurisdictional entities, commonly composed of multiple counties and in certain cases even cross-state borders. They help lead the locally-based, regionally driven economic development planning process that leverages the involvement of the public, private and non-profit sectors to establish a strategic blueprint (i.e., an economic development roadmap) for regional collaboration.



Core Team Members



- Matt Godinez
 - Assistant Secretary of Quality Places, Kansas Department of Commerce (KDC)
- Jeff Tucker
 - Executive Director, Technology Development Institute (TDI), Kansas State University
- Kayla Savage
 - Director of Community Engagement, KDC
- Brandon Hutton
 - Director of Advanced Technology, KDC
- Stephanie Marsh
 - Grant Team Manager, South Central Economic Development District (SCKEDD)



Action Plan

- Goal 1: Rebuilding relationships with EDDs
 - Conduct relationship assessment
 - Facilitate collaborative workshops
 - Establish relationship liaisons
 - Implement joint initiatives
- Goal 2: Create stronger communication channels for EDDs
 - Develop a KDC grant calendar
 - Frequent in-person and virtual meetings
 - Utilize digital platforms
- Goal 3: Build internal capacity within KDC
 - Recruitment of a Sector Development Specialist
 - Integrate this work within the Office of Innovation
 - Regular review and adaptation



Obstacle and Challenges



- Goal 1: Rebuilding relationships with EDDs
 - Programmatic changes causing turbulence
 - Ensuring that voices are listened to and heard
- Goal 2: Create stronger communication channels for EDDs
 - Proactive approach to grant deadlines from KDC
 - Planning more frequent meetings and “pulse checks”
 - Utilizing different communication tools
- Goal 3: Build internal capacity within KDC
 - Addition of a key role – Sector Development Specialist
 - Housing the work from the academy within the Office of Innovation



Lessons Learned

- No “one-size-fits-all” approach to working with EDDs
 - Collecting information from each EDD individually will help with developing supporting resources targeted to their specific needs
- Intentionality with relationship building
 - To move forward cohesively, parties need to be in alignment with how to continue growing
- This is a living process that will have it’s struggles
 - Work together to navigate challenges – it’s Kansas vs. the issue!



Sustainability



- Housing the “spirit” of this work within a job role at KDC
 - This ensures that the work is supported by housing it within an FTE
- Aligning the KDC Office of Innovation with the vision of the EDA Policy Academy and how it fits within the ED ecosystem
 - Continues the work of the Framework for Growth
- Empowering EDDs
 - Through targeted technical assistance, resources, and innovative economic development initiatives



Future Thinking...

- Continued discussions on restarting/reviving a state-wide economic development organization (KARDO)
- How this work can impact future Framework for Growth updates
- Developing of internal process for project tracking around supporting EDDs



Also...





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