



**Three-Year Economic Development Plan  
June 2011**

Derby's mission is to create vibrant neighborhoods, nurture a strong business community, and preserve beautiful green spaces. Derby's vision is to be a community where dreams take root and thrive.

**Program Summary:**

	2011	2012	2013
Business Attraction Efforts	<ul style="list-style-type: none"> <li>*Contact with commercial Realtors (4x)</li> <li>*Attend business attraction events as needed</li> </ul>	<ul style="list-style-type: none"> <li>*Contact with commercial Realtors (4x)</li> <li>*Attend business attraction events as needed</li> </ul>	<ul style="list-style-type: none"> <li>*Contact with commercial Realtors (4x)</li> <li>*Attend business attraction events as needed</li> </ul>
Business Retention & Expansion	<ul style="list-style-type: none"> <li>*Explore new "Economic Gardening" opportunities</li> <li>*Events for/with small businesses (Chamber)</li> <li>*Business handbook for new businesses</li> <li>*Business Questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>*Begin "Economic Gardening" activities</li> <li>*Events for/with small businesses (Chamber)</li> <li>*Business Questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>*Continue "Economic Gardening" activities</li> <li>*Events for/with small businesses (Chamber)</li> <li>*Update business handbook</li> <li>*Business Questionnaire</li> </ul>
Housing and Redevelopment	<ul style="list-style-type: none"> <li>*Develop neighborhood revitalization program</li> <li>* Administer HOME Grant</li> <li>*Plan event to educate residential Realtors</li> </ul>	<ul style="list-style-type: none"> <li>*Initiate neighborhood revitalization program</li> </ul>	<ul style="list-style-type: none"> <li>*Continue neighborhood revitalization program</li> <li>*Apply for HOME Grant</li> <li>*Plan event to educate residential Realtors</li> </ul>
Marketing & Promotions	<ul style="list-style-type: none"> <li>*Participate in comprehensive community-wide marketing plan with ED component</li> <li>*Research and evaluate Economic Development advertising opportunities</li> </ul>	<ul style="list-style-type: none"> <li>*Participate in comprehensive community-wide marketing plan with ED component</li> </ul>	<ul style="list-style-type: none"> <li>*Participate in comprehensive community-wide marketing plan with ED component</li> </ul>

	*Research website enhancements to enhance online property search	*Implement website improvements to enhance online property search	
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**Program Descriptions:**

*Business attraction*

1. Quarterly contacts with commercial realtors and other professionals engaged in the development and/or expansion of businesses in the Wichita area will help us provide awareness of the opportunities in Derby. Making contact with these individuals four times each year to share news will be a cost effective way to ensure commercial real estate professionals keep Derby in mind when working with clients. Contacts could include, but are not limited to, e-mail, postcards/direct mail, events for the commercial real estate community, and face-to-face meetings.
2. Attending selected business attraction events (i.e. trade shows, meet-and-greet events with site selection professionals) that are carefully chosen to meet our needs will provide an opportunity to give exposure to Derby. Continued participation in the Greater Wichita Economic Development Coalition will ensure that when Wichita is being considered as a project location, Derby will have the chance to bid for projects.
3. There are five remaining lots at the Derby Business Park. With ongoing discussions concerning the remaining property, we should begin considering future economic development needs. The Business Park property has been successful in its mission of attracting and/or retaining businesses in Derby. Without property that businesses can purchase at below-market rates, what other options might be good economic development tools to attract or retain businesses? What unique benefit can we offer to qualifying small businesses?

*Business retention and Expansion*

(This category includes activities to assist small businesses and encourage local entrepreneurship.)

1. Continuing to partner with the Derby Chamber of Commerce to plan events that benefit existing businesses will be an ongoing effort. Seminars and learning opportunities in the areas of marketing, finance, operations and human resources will be an affordable way to increase knowledge and ensure success of local businesses. Other events to recognize business success promote entrepreneurship and create opportunities for businesses will be considered.
2. The creation of a business handbook outlining “what every business in Derby needs to know” will be a good way to ensure business owners are aware of rules, regulations and programs that affect the business community. The Community Marketing “rack card” project is the first step toward this project, but should be expanded. Staff will consider ways to deliver this information and ensure it remains accurate and up to date.
3. New to this plan is the concept of “Economic Gardening,” which is a help-your-own-business concept gaining popularity in smaller communities. A wide variety of services can be provided through this model, which was started in Littleton, Colorado

back in the 1980s. A discussion of what services we can provide (mentoring, referrals to consultants, key business data, etc.) and how we would provide them would be a good start here.

4. A business questionnaire, previously planned to be a business survey, would be used to help gauge the condition of local businesses and ask various questions from year to year. The questionnaire would be done electronically using information from the City's business registration database.

### *Housing*

1. Based on successful models from other communities, a neighborhood revitalization plan should be considered. There are a variety of tools that can encourage property owners in older neighborhoods to maintain or even improve their properties, typically in the form of tax rebates over a period of time. An official revitalization plan will require dialogue establishing priorities and incentives for improvements in specific areas addressing sidewalks, exterior appearance, landscaping, energy efficiency and/or other types of improvements. Based on the specific needs, these incentives may need to be available to both rental and owner-occupied housing.
2. Application for grant money from the HOME Rehabilitation Program will be made in any year where a grant has not been awarded the previous year. We have been awarded funds for 2010/2011, so the next opportunity to apply will be in 2012. Other grant programs may be considered as well, pending our ability to qualify.

### *Marketing/Promotions*

1. Researching possible website improvements will allow users to search and view properties available in Derby. Because most companies with expansion or relocation plans tend to start searching for available properties before they do anything else, it is crucial to have an accurate, user-friendly Internet presence.
2. Staff will spend some time evaluating economic development advertising opportunities. There are increasing options for advertisements in print and online, and while Derby does participate on occasionally, it will be helpful to have a general discussion of how and why Derby might be advertised as a location for business development.