

## **Proposed Approach: September 23, 2010 CVC Meeting (Economy) 9/10/10**

### **PANEL DISCUSSION (60 MINUTES)**

A panel of regional experts has been assembled to help inform the committee's discussion on the topics of Economic Development and Financing and Taxation during the September meeting.

Participants include:

- Doug Davidson, President, County Economic Research Institute (CERI)  
(Overview/Macro Perspective)
- Tim Cowden, Senior Vice President, Business Development, Kansas City Area Development Council  
(Regional Perspective)
- Tim McKee, Executive Vice President, Economic Development, Olathe Chamber of Commerce  
(Local Economic Development Perspective)
- Kristi Stallings, Interim City Manager/Deputy City Manager, City of Overland Park  
(Finance and Budgeting for Cities)
- Scott Neufeld, Budget Director, Johnson County Government  
(Budgeting for County Government)

Each panelist will be asked to respond to the following questions as it relates to their particular area of expertise:

- What major initiatives has your organization been focused on that will have an influence on Johnson County in the future? What has Johnson County's role been in these initiatives?
- What are the biggest challenges Johnson County faces in the next 10 to 20 years with regard to the economy and finance?
- What are the biggest opportunities you see for Johnson County in the next 10 to 20 years with regard to the economy and finance?

### **QUESTIONS AND ANSWERS (20-30 MINUTES)**

Following the panel's presentation, committee members will have the opportunity to ask questions of the panel to help further inform their subsequent discussion.

### **COMMITTEE DISCUSSION (90 MINUTES)**

The consultants will facilitate a discussion with the committee that will serve as the foundation for a preliminary vision for the county's Economy. Key objectives for the committee's discussion are as follows:

- Identify common values among the group that will serve as the foundation for a preliminary vision; and
- Identify areas of potential disconnect among the group that may warrant further consideration of options as the visioning process moves forward.

To help focus the committee discussion, some key questions for the committee as well as a summary of information and ideas generated specific to the topics at hand is provided on the

following page, for the committee to consider prior to the meeting and as they listen to the panelist's presentation and discussion.

## **VISION TOPIC #1: ECONOMY**

Following is list of targeted questions for the committee to consider as they deliberate over this broader question as the foundation for a preliminary vision: ***What type of economy should Johnson County strive for over the next 10 to 20 years?*** The questions below were derived from the committee's discussions to date and from community input received as part of the Online Community Workshop in August. They are intended as a starting point for discussion as a way to confirm the group's interest and general agreement (or lack thereof) on the discrete elements or guiding principles that will ultimately comprise the vision.

### **Economic Development –Charting our Vision**

#### **Question to consider: What will drive our economy in the future?**

What we've heard so far:

- Alternative energy/green jobs
- A diverse employment base
- Growth/sustainable growth
- Education/research
- Transportation hub/international trade zone potential
- Biotechnology
- Other??

#### **Question to consider: What are our building blocks?**

What we've heard so far:

- High quality of life
  - Schools
  - Parks and open space
  - Access to cultural amenities
  - Quality of services
  - Low taxes /low cost of living
- Areas for new growth as well as existing centers
- Other??

#### **Question to consider: What role should Johnson County play in the region's economic development efforts?**

What we've heard so far:

- Continue to coordinate with local, regional, and state partners (limited role)
- Expanded role?
- Other??

## **Financing and Taxation—Charting our Vision**

**Question to consider: How can Johnson County maintain services and quality of life in light of increasing demands and reductions in sales tax and other revenue?**

What we've heard so far:

- Maintain or reduce current tax rate through targeted reductions in non-essential services (“live within our means”)
- Explore consolidation of essential services or other efficiency measures
- Maintain current service levels through increased taxes or other revenue sources (i.e. user fees, impact fees, etc).
- Expand current service levels through increased taxes or other revenue sources (i.e. user fees, impact fees, etc) to respond to increasing demand and changing demographics