

# CITY OF BELTON 2014 ECONOMIC DEVELOPMENT ANNUAL REPORT



## *Opportunity*

A fresh chapter in the growth of the City of Belton opens as its new Community and Economic Development Department completes its first year in operation. The department has been building outreach, creating business alliances, showcasing the City's diverse and abundant opportunities, using economic data to understand the local business ecosystem and building strategy-driven campaigns that attract investment and job creation based on empirical and qualitative research.

## *31 New Businesses*

The department was created by the City Council last year to place responsibility for the development of Belton's business community in-house. In its inaugural year, the department has played a key role in bringing 31 new businesses to the City and welcoming them into the newly revitalized relationship between community and industry that the department is fostering. Before ever setting foot in the City, potential business owners and site selectors can now visit the online economic development website where they can learn more about opportunities and even take a virtual tour highlighting life and business in Belton.



## *City Of Distinction*

This type of outreach, together with a new, official ribbon cutting welcome program and "One-to-One" business interface program, paired with the City Council's adoption of a new Economic Development Incentives Policy has propelled Belton to recognition as a "City of Distinction" by Ingram's Magazine. The department has also developed new marketing packets that share key demographics and information about Belton. These are shared with potential developers and investors and are also shared at international industry conferences.

## *Attracting Attention*

As we work to attract attention from around the region and the globe, the department keeps citizens informed of its progress using a variety of media like the City website, Facebook and a quarterly newsletter. It has been a fantastic first year for the Community and Economic Development Department, and the future is looking brighter than ever.

**\$13 Million  
In Investment**

**31 New Businesses**

**New Infrastructure  
& Beautification**

**200+ New Jobs**

*More Inside...*

COMING SOON

**Academy**  
SPORTS+OUTDOORS

BELTON GATEWAY

**Academy**  
SPORTS+OUTDOORS



## Creating A New Gateway to Belton Improving the 155th Street Interchange

Future growth in Belton is dependent upon solid infrastructure. The Missouri Department of Transportation is planning to reconstruct the 155th Street interchange to accommodate increased traffic from I-49 and Centerpoint Intermodal. Completion of this construction is expected by 2016 and will be complemented by further expansion of 155th Street. To the east, Belton and Grandview will share the costs of the expansion, and to the west, the costs will be shared between Kansas City and the Port Authority of KCMO. With this gateway to our City revamped, Belton will be more prepared for further residential and business growth.



## Revitalizing and Connecting the City Re-imagining North Scott

The North Scott corridor is vital to Belton's growth. With its connection to I-49, and soon to an all new Markey Parkway, this area has the potential to be a significant center of growth in our City. Though it will take years of careful planning, coordination, communication and public participation, North Scott is a prime target for redevelopment and revitalization efforts. In June 2014, City staff issued a request for qualifications (RFQ) for professional consultant services to update the City's plan for the North Scott corridor. These consultants will evaluate previous and existing conditions, trends, desirable goals and overall objectives. Selection should be completed by September 2014.

“ Development of Markey Parkway and 155th Street are key to the revitalization of North Scott. - Jeff Davis, Mayor

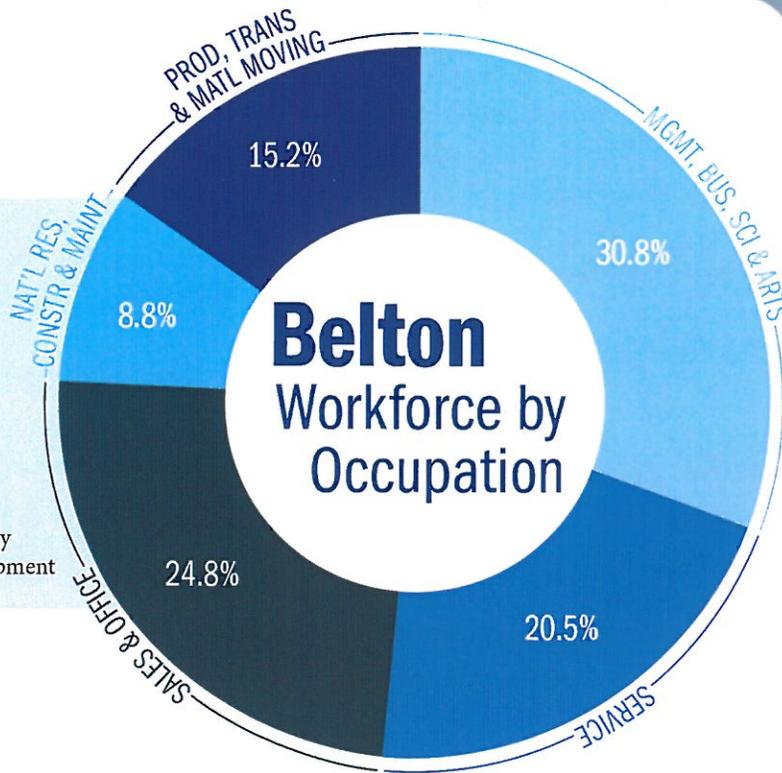
### KC thinkBelton

#### New Businesses

- 2 Chicks Boutique
- Academy Sports & Outdoors
- Amanda's Home Décor
- Amplify Salon
- Antique Gift Box
- Atomic Auto Sales
- Bays at the Moon Bed & Barkfest
- Big Daddy's Donuts #2
- Bluebird Photo Boutique
- Body & Wellness Spa
- CarQuest Auto Parts
- Cass Creative Cuts
- Cheap Smokes & Liquor
- County Line Hotel
- Dave's Small Engine Repair
- Eleanor's on Main
- First Custom Interiors LLC
- Hidden Treasures
- Joudon Motors Inc.
- Main Street Health & Wellness
- Main Street Knives & More
- Massage By Beverly
- Massage Spot 58
- NeNe's Autobody Repair
- NT Photography
- Paleofit Meals LLC
- Pepperjax (pending)
- Planet Fitness (pending)
- Rich N Art
- Savvy Saver
- Swope Health Services

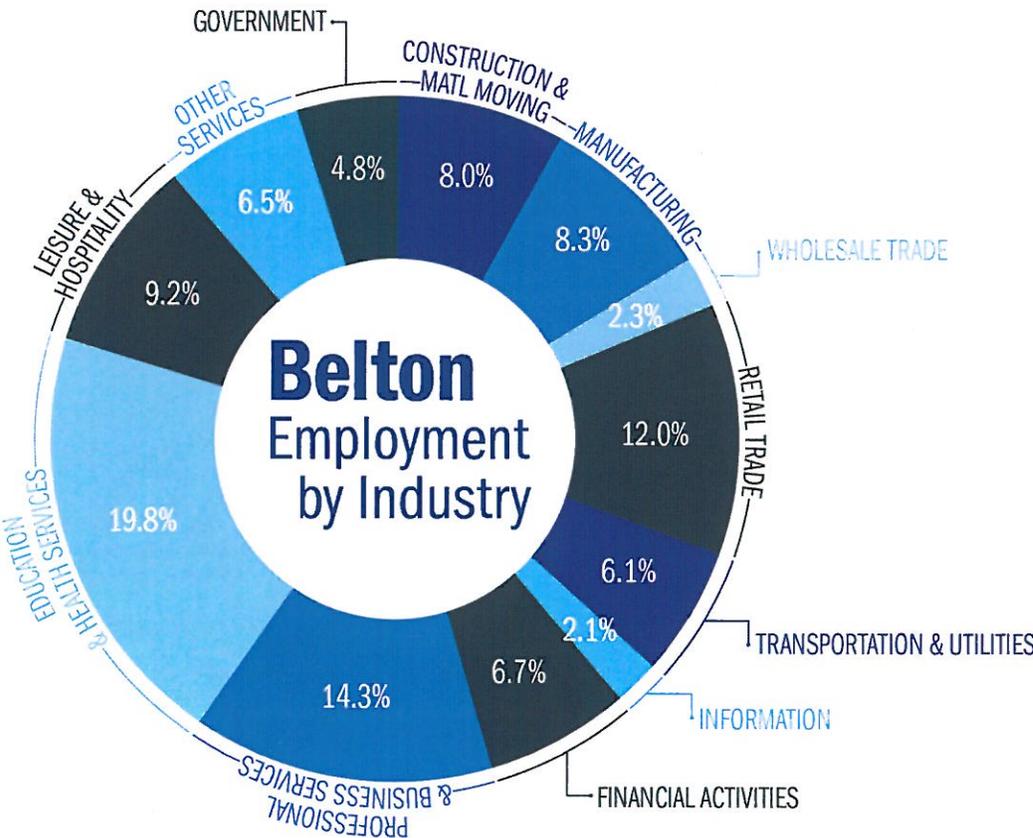
“The department is committed to continued economic growth.”

- Jay Leipzig,  
Director of Community  
and Economic Development



## Growing Diversity, Growing Economy

Belton's diverse workforce coupled with significant incoming investment highlights the success of the department's efforts in its first year. Next year promises even further growth with more than \$170 million in anticipated investment and more than 300 new jobs in our area.



## 2014 Population by Age

Age	Percentage
< 5	7.5%
5-19	21.4%
20-24	6.7%
25-34	14.5%
35-44	12.8%
45-54	13.0%
55-64	11.6%
65+	12.3%

## Population Summary

Year	Total Pop.
2010	23,116
2014	23,395
2019 Projected	23,778

## 2014 Home Values

Values	Percentage
< \$100K	23.4%
\$100 - 199K	62.9%
\$200 - 299K	9.7%
\$300 - 399K	2.2%
\$400 - 499k	0.8%
\$500K+	1.0%

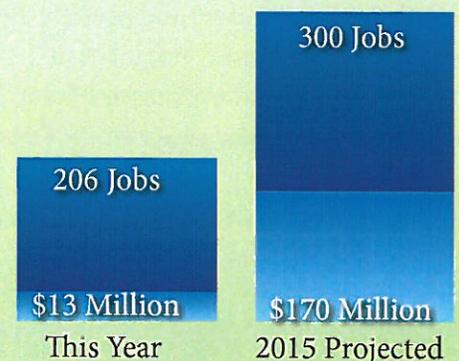
## Median Household Income

Year	Income
2014	\$51,008
2019 Projected	\$55,546

## Median Home Value

Year	Income
2014	\$136,970
2019 Projected	\$169,881

## Economic Growth



## Facilitate Business Retention and Expansion

Priority number one is supporting the businesses that have already invested in Belton. These businesses are the lifeblood of our community and keeping them engaged with residents and economic development opportunities will create the business environment for future growth. We will:

- Host events focused on important economic issues in Belton and provide updates on City projects
- Hold business appreciation events with local businesses, residents and community leaders

## Attract and Recruit Primary Jobs

These jobs produce economic growth through sales to customers outside of the immediate area and include positions in manufacturing, professional services, distribution and research & development fields. Bringing in outside revenue raises the overall economic wellbeing of the area through increased circulation of this revenue locally. We will:

- Heavily market City owned Markey Business Park as a location for such businesses
- Continue marketing Belton to real estate developers

## Keep Raising the Profile of Belton

The Community and Economic Development Department is committed to continued growth, and is planning to implement a number of additional strategies to facilitate development. Some of these include:

- Reduction of development fees to make the City more competitive in attracting developers
- Attendance and marketing at national industry trade shows, attracting the kinds of businesses we're targeting
- Implementation of an annexation strategy to add more space for growth
- Supporting local entrepreneurship with networking events and through business-to-business partnerships

## Improve Quality of Life

Businesses establish themselves in communities where people want to live. We must continue attracting partners and moving plans forward to make Belton a high-quality, competitive environment for both living and launching a business. We will:

- Adopt and implement a citywide beautification plan, including gateway beautification
- Continue to attract and provide diverse retail and entertainment facilities
- Encourage the development of high-end multi-family apartments with access to I-49 and within walking or biking distance of retail centers
- Capitalize on the opportunity that Cerner is bringing to the area with its 16,000 new jobs
- Encourage the development of high-end single family homes

## Markey Parkway

The City has long-term plans to construct the Parkway in phases, eventually connecting from Mullen Rd. all the way to Prospect Ave. at 58 Highway, creating a mixed use corridor.

## Markey Business Park

The City owns property within Markey Business Park. The site offers a unique opportunity to significantly reduce development costs and to provide favorable rents to end users due to its City ownership. The City is in the process of issuing a Request for Qualifications (RFQ) to identify developers interested in developing the site.

The site is appropriate for light industrial, office and flex use. The City is actively working on beautification plans for this site.

## Other Opportunities

- North Cass Parkway & I-49: This space is prime for development.
- North Cass connector: Will connect North Cass Parkway with Mullen Road.
- Southview Golf Course: The east side of I-49, between 155th and 163rd Streets, is prime for development.

