

# 2009 ACCOMPLISHMENTS: NEW COMMERCIAL, NEW JOBS

**Through the direct efforts** of the Chamber's Economic Development Council, the City of Olathe, and other partners, Olathe still experienced significant growth in 2009:

- Approximately 1,100 new jobs came to Olathe.
- Olathe grew by 686,753 square feet of new commercial space (see break down below).
- In total, more than \$95 million was invested in commercial projects in Olathe in 2009.

**Retail space** increased by 88,753 square feet. A sampling of projects is listed below:

- West Village (Wal-Mart Center) in-line shops – 7,988 sf
- Walgreens – 14,820 sf
- Olathe Pointe in-line – 10,450 sf
- NTB, Southgate Retail Center – 8,131 sf
- UMB Bank – 4,180 sf, 10 jobs
- CoreFirst Bank & Trust – 5,464 sf, 10 jobs
- Comfort Inn – 37,720 sf, \$3 million investment

More than 373,000 square feet of **industrial space** was added at an investment of \$24.7 million, including the following sampling:

- FedEx Smart Post – 125,000 sf, \$11.2 million, 100 jobs
- Bushnell – 225,000 sf, \$9.5 million investment, 86 jobs
- Midwest Crane & Rigging – 10,161 sf, \$2.5 million, 40 jobs
- Aegis Fire Protection – \$1.5 million, 29 jobs

Olathe grew by 225,000 square feet of **office space** with \$63.55 million in investment. A sampling of projects:

- Premier Global Services – 88,000 sf, 450 jobs, \$43.5 million
- Farmers Insurance – 95,000 sf, \$11.3 million, 300 jobs
- OMC Pavilion – 42,000 sf, \$8.75 million

Among the **major projects** developers broke ground on this year were:

- K-State Olathe Innovation Campus – 108,000 sf, \$28 million investment

- Kansas Bioscience Authority's Venture Accelerator – 39,720 sf, \$15 million investment
- Johnson County Community College's Health Services education center on the Olathe Medical Center campus – 52,000 sf, \$15 million investment
- CVS Pharmacy – K-7 & Santa Fe
- West Village Shops (Wal-Mart) – Burger King, Firestone & bank additions in 2010

The Chamber created a new **“Shop Local. Book Local”** program to (1) educate residents about the importance of doing business with local retailers, restaurants, hotels, and other businesses and (2) encourage support of local businesses.

The first **“Olathe Celebrates Earth Day”** event, was held April 22 at Corporate Ridge Office Park and attended by 1,000 people. Organized by the Chamber and its Sustainability Task Force, the celebration raised awareness of environmental sustainability and green practices and offered recycling opportunities.

The Chamber's EDC staff paid a visit to 182 businesses to ascertain needs and offer assistance.

The Chamber's Web site was redesigned with improved navigation, updated information, daily news briefs, and improved aesthetics and dynamic interactive features.

Communications to members increased dramatically with the introduction of the *Friday e-Flash* and other e-communications.

The Chamber created a new **“Shop & Thrive on I-35”** after hours business showcase. Booth spaces were sold out and the event was heavily attended.

The Chamber assisted with 45 ribbon cutting, groundbreakings, and grand openings. Thursday coffees—the largest weekly chamber networking event in KC—were attended by 200 to 350 people each week.

**Olathe Preferred Savings Plus discount directory** went green, now posted on [www.olathe.org/value](http://www.olathe.org/value) with 200 plus special offers. It provides an HR benefit to 20,000

member employees and supports “Shop Local. Book Local.”

The 2009 “Showtime in Olathe” membership drive generated \$143,956 in revenue and attracted 350 new or renewing members, thanks to the work of volunteers and staff. Campaign coverage on the Web site was greatly enhanced with help from Webphibian.

The Leadership Olathe Alumni Association was established with 125 charter members.

Leadership Olathe graduated 23 new leaders in its 28th class.

A subsidiary program of Leadership Olathe, “Close-Up Leadership,” was introduced, bringing 21st Century leadership tools to companies on site.

Registrations for the Olathe Marathon grew by 50% over 2008 to 2,306 registrants. Although the full marathon was canceled because of weather, over 1,300 ran the half marathon the next week, and full marathon participants were transferred to 2010.

Despite the market downturn, hotel room sales were kept at a rate comparable to 2008.

The Chamber's CVB ...

- Placed more than 12 bids for new large events and business that would lead to new bookings over the next two years.
- Provided services to 76 group events.
- Conducted new marketing that led to over 20,000 requests for information on Olathe, an increase of 600%. These efforts led to increased visitation at Mahaffie and the Deaf Cultural Center from the targeted markets.
- Distributed 42,000 visitor guides.
- Conducted more than 800 sales calls.

