

## **BIG IDEAS – JULY 12 LEADERSHIP SESSION**

### **Support Success: Economic Systems**

- **Develop a regional cooperative organization designed to support the Animal Health Corridor**, with a goal of boosting the number of jobs in the Corridor to 100,000 within three to five years, and focusing on animal health, food safety, bioscience, and technology.
- **Enhance regional economic development** through the following actions:
  - Enact an intergovernmental agreement aligning state, county and municipal incentive policies to sensible, fiscally responsible standards;
  - Develop a Regional Metropolitan Business Plan and create a framework to manage that plan; and
  - Facilitate partnerships between area companies, determining synergies between area businesses, giving companies an incentive to stay within the region.
- **Enhance organic entrepreneurship and retention** by leveraging regional assets such as the Kauffman Foundation and UMKC's Bloch School of Business, with goals of developing and fostering organic entrepreneurship and increasing access to venture capital.

### **A Healthy Future: Health Systems**

- **Address the problem of obesity** through support of the Mid-America Coalition on Health Care's "Building a Healthier Heartland" campaign to promote policy, systems and environmental changes to address obesity using sustainable, innovative, and replicable evidence-based efforts, including:
  1. Develop a sustainable food system in which all members of our community have access to healthy, affordable food - making healthy food choices accessible and affordable, building a positive nutrition environment in which the healthy choice is the easy choice, and developing a food hub to help local producers reach new markets, such as schools, hospitals, universities, restaurants and grocery stores.

2. Set a goal to reduce childhood obesity by 50 percent within 5 years, possibly funded by increasing Missouri and Kansas's cigarette tax.
- **Make Kansas City the home of a significant bi-state translational research institute**, building on the already-established collaboration between KU Medical Center, St. Luke's and others, to be overseen by the Kansas City Life Sciences Institute, with funding from Missouri and Kansas. Strategies to include:
    1. Support KUMC's effort to achieve NCI designation and, once achieved, additional designation as a Comprehensive Cancer Center.
    2. Raise a total of \$60 million (\$12 million x 5 years) through a combination of funds from the State of Missouri, the State of Kansas, and the KC business community to triple the NIH Clinical and Translational Science Award (CTSA) grant recently awarded to KU Medical Center (and including seven regional partners), to allow more investigators in the bi-state region to engage in clinical and translational research, to become part of the national CTSA consortium, to maintain and expand current programs, to develop and expand the comprehensive informatics program; and improve the probability of future CTSA grant renewals after the five year grant ends.

### **Celebrating Life: Arts, Culture, and Sports Systems**

- **Further develop and promote the historic 18<sup>th</sup> & Vine Jazz District** through a taskforce of business and community leaders to work in concert with Jazz District stakeholders with the goal of turning it into a pinnacle destination.
- **Develop a regional arts plan**, in collaboration, with the Arts Council of Metropolitan Kansas City, local arts commissions, and others.
- **Establish Greater Kansas City as the "Youth Sports Capitol of the U.S."** emulating Indianapolis' successful model of collaboration in that city's successful quest to become the College Sports Capitol of the US.

## **Making Great Places: Urbanization/Demographic Systems**

- **Grow the population of the Downtown area to 35,000 – 40,000 people by 2020** by creating the environment and housing inventory to attract and accommodate the new residents.
- **Create a creative boulevard of arts and culture along 18<sup>th</sup> Street from the Jazz District to the West Side and Southwest Boulevard** to support a downtown conservatory of the arts.
- **Facilitate investment and job creation zones in disenfranchised communities,** through multifaceted strategies including proactive incentives for investment and retention, support groups for neighborhood rehab, etc.

## **Learning for Life: Education Systems**

- **Make Pre-K education universal and free-of-cost** throughout the metro, recognizing new brain research showing 0 to 3 as the critical development time for children’s minds, setting the stage for the rest of their lives.
- **Support the KC Public Library initiative, “Building a Community of Readers,”** raising awareness of the importance and benefits of reading and engaging more of the community – especially children, youth, and their families – with the Library and reading.
- **Develop a world-class metropolitan workforce** by providing the business and civic support and pressure necessary to drive the P-20+ education system to meet the goal of 60 percent of the region’s working age residents holding a post-secondary degree or certificate by 2025. Benchmark progress against improvements in:
  - percent of children entering kindergarten ready for success in school;
  - percent of students proficient in reading at third grade;
  - percent of eighth graders successfully completing Algebra I;
  - percent of students successfully completing college credit courses in high school;
  - percent of high school students completing work-based-learning experiences or earning a Career Readiness Certificate;
  - percent of high school graduates entering post-secondary education and/ or training in high demand fields without needing remediation; and,
  - percent of students successfully completing post-secondary education with a certificate or degree.

In addition, make community college accessible beyond high school, recognizing that a high school diploma is not adequate for today’s jobs and acknowledging the need for retraining of many in the workforce.

## **Getting there: Transportation/Infrastructure Systems**

- **Improve regional transit** through support of the Regional Transit Alliance plan to establish a “blue ribbon commission” or a “business/civic advisory group” that facilitates the regional leadership understanding of the business case for regional mass transit including 1) the purposes of regional mass transit 2) the costs of developing the system compared to the costs of not developing the system and 3) and evaluation of the alternatives.

In addition, hold an election within the next 3 to 5 years to fund and implement:

1. Two of the six proposed commuter rail lines from the suburbs to Union Station open and ready to operate.
  2. A downtown streetcar from River Market to Union Station and ready to operate.
  3. A Bus Rapid Transit line open and ready to operate along State Avenue, Metcalf/Shawnee Missis on Parkway, and North Oak, with US 24 and US 40 to the east following.
- **Develop additional miles of bike lanes and trails** and make plans to increase the number in the future; extend the KATY trail into the KC Metropolitan area; and build out MARC’s metro wide trails and bikeway system.

## **Selling the Vision**

- **Brand Kansas City as “America’s Creative Crossroads,”** a platform already being developed by the Convention & Visitors Association, Kansas City Area Development Council, and the Arts Council of Metropolitan Kansas City; promoting the region as “hub” for arts and culture and including all kinds of creativity (i.e. engineering, Hallmark, the Kansas City Zoo).
- **Increase awareness of Kansas City as the capital for biotech** building on regional animal health, agricultural business, and human health.
- **Develop a regional arts plan which includes support of a new downtown performing arts campus** for the UMKC Conservatory of Music and Dance and theatre programs, and in collaboration with the Arts Council of Metropolitan Kansas City, local arts commissions, and others.

## **Managing the Future: Governance Systems**

- **Leverage economies of scale for regional services and drive our bistate competitive advantage by mandating mayors and city managing executives – from both sides of the state line - to meet regularly to formulate and follow a bi-state regional collective strategy.**