

STRATEGIC OBJECTIVE

ONE

CHALLENGE ONE: ENHANCING ECONOMIC DEVELOPMENT

- Increase and stabilize investment in economic development by removing the cap on lottery funds.
- Convene the Governor's Economic Development Summit as a practically-oriented annual forum to build consensus around challenges and opportunities that confront us.
- Establish an Economic Development Cabinet, chaired by the Governor, to effectively coordinate economic development efforts.
- Create a greater understanding of statewide issues for policy makers via orientation and best practices programs for legislators.
- Identify and remove legal obstacles to inter-governmental cooperation locally.
- Enforce performance-based budgeting and management system for all state agencies.
- Increase support for regional and multi-jurisdictional initiatives that promote innovative service delivery and infrastructure development.
- Reaffirm the core missions of Kansas' economic development agencies as independent partners supporting growth.
- Develop a matching grant program helping to finance infrastructure and speculative commercial/industrial development in rural areas.
- Kansas, Inc. remains an independent, objective, and non-partisan organization that builds consensus among industry and private-sector leaders. With increased funding, the agency focus is on research, evaluation, and long-range strategic planning related to issues affected by state, national, and global trends and conditions. Kansas, Inc. sets aside the coordination function for economic development agencies.

STRATEGIC OBJECTIVE

TWO

CHALLENGE TWO: AN EDUCATED, TRAINED, AND ADAPTABLE WORKFORCE

- Implement a workforce development infrastructure utilizing technology and community support systems to encourage lifelong learning and soft-skills training, producing workers who meet employers' needs.
- Assume state responsibility for School-to-Career program.
- Enlarge the capacity of Kansas Training Equipment Grant Program.

- Assure that community college/vocational and technical school funding formula supports employment and growth.
- Ensure state-of-the-art training for the state's world-class aviation manufacturing center.
- Adopt a market-driven technical education system that recognizes businesses as the primary consumer of services.

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THREE

CHALLENGE THREE: INFORMATION TECHNOLOGY AND COMMUNICATIONS PLAN

- Diffuse broadband Internet capacity statewide.
- Expand Community Development Block Grant program to provide low-interest loans to communities for telecommunications infrastructure purposes.
- Fully fund the five-year Kansas Strategic Technologies Initiative.
- Fund expansion of the Technology Acquisition Development and Commercialization program that commercializes patents donated to state universities.
- Support multi-disciplinary private and public partnerships to strengthen and build industry clusters.
- Increase funding for the Applied Research Matching Fund.
- Seek to meet demand for affordable statewide air service through state-federal partnership opportunities.

STRATEGIC OBJECTIVE

FOUR

CHALLENGE FOUR: REBUILDING RURAL KANSAS

- Expand and upgrade housing stock by supporting first-time home buyers.
- Broaden small business and community eligibility for disaster recovery fund relief.
- Address workforce shortage in rural healthcare by creating a restricted funding stream for nurse and healthcare worker training.
- Expand rural community access to KIT/KIR programs.
- Provide CDBG technical assistance funding, subject to private matching, to support local enterprise development.
- Expand state industrial recruitment effort targeting companies with specific interest in rural area locations.
- Fund programs providing technical and other assistance required by Kansas' agricultural producers and distributors in developing value-added products.
- Establish a state energy plan maximizing Kansas' advantage in existing and emerging energy resources.
- Increase funding for agricultural research and development.
- Enlarge agricultural products marketing budget.

STRATEGIC OBJECTIVE

FIVE

CHALLENGE FIVE: COMPETING SUCCESSFULLY IN THE GLOBAL ECONOMY

- Create and market global business training programs and technical assistance for companies with exportable products or services.
- Extend availability of export marketing services into areas of greatest new market potential.
- Increase funding for global advertising and trade show participation assistance.
- Support international student recruitment through the utilization of KDOC&H's international offices.
- Continue to benchmark exports by renewal funding for Kansas, Inc.'s Annual Survey of Kansas Manufacturers and Exporters (ASKME).
- Expand outreach efforts of state to U.S. Army Command and General Staff College at Fort Leavenworth.
- Encourage and support creation of cross-institutional educational outreach programs under the umbrella of the state Board of Regents, broadening and enhancing the global marketing of the state's products and services.
- Continually review economic development tax incentive programs to assure that they encourage growth without punishing mature Kansas businesses.
- Authorize the sale or transfer of earned tax credits among companies or individuals having sufficient tax liability to utilize them.
- Increase the rebate of property tax paid on business machinery and equipment.
- Enact venture capital legislation necessary to support start-up companies.
- Enact recommendations of the 1998 Governor's Tax Review Committee.
- Increase Kansas' tourism promotion expenditures to bring the promotion budget into the middle-third of all states.

While this plan is very ambitious, we are thankful for the wisdom of the eleven hundred Kansans who participated in its creation. We now encourage you to support this plan and to join the effort to take Kansas "to the stars."

INTRODUCTION

Making the Knowledge Economy Work for All Kansans is designed to stimulate income and employment growth in all areas of the state throughout the early decades of the twenty-first century. To achieve this goal, Kansans must build upon traditional characteristics as hardworking, reliable, risk-taking pioneers as we strive to compete successfully in an increasingly interdependent global economy.

Kansas has enjoyed remarkable economic success in recent years, but today's global recession and its impact at home points not only to the state's strengths and opportunities, but also to weaknesses and challenges that must be overcome to maintain the dynamic growth to which Kansans have become accustomed. Change is not easy, especially when it challenges traditions held dear, but change is necessary if today's leaders are to leave ensuing generations with the promise of a bright future.

More than eleven hundred Kansans participated in the development of this comprehensive strategic plan update. The vision contained herein, and the steps outlined for realizing that vision, represent our collective best effort to ensure a high quality of life and standard of living as Kansas transitions from an economy characterized by commodity production, to one that is increasingly knowledge-based.

Kansas, Inc., on behalf of its consultants and partners, is proud to submit for your consideration, *Making the Knowledge Economy Work for All Kansans*.

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