

Education Campaign

A Roadmap for Economic Development Funding Support



Education Campaign

Questions?

Contact Lisa Haack, Executive Director, LCDC

lhaack@LVCountyED.org

(913) 727-6111

EDUCATION CAMPAIGN: ANNOUNCEMENT

The Leavenworth County Port Authority (LCPA) is launching a new community education campaign aimed at informing and engaging residents on the critical role economic development plays in the future of Leavenworth County.

The Campaign will focus on three core areas:

- Value of Economic Development
 - Highlight how economic development directly impacts the daily lives of residents through job creation, infrastructure improvements, and expanded opportunities.
 - The campaign will demonstrate how economic development contributes to the prosperity of each community within Leavenworth County.
- Transparency and Accountability
 - Residents will gain a better understanding of how public funds are used effectively to support long-term economic growth.
- Building Trust and Support
 - By showcasing success stories and measurable outcomes, the campaign will demonstrate that strategic investments in economic development yield lasting benefits that ultimately create a stronger economy and more vibrant communities for future generations.



EDUCATION CAMPAIGN: PROCESS

Leavenworth County Port Authority (LCPA) and Leavenworth County Development Corporation (LCDC) have engaged with Golden Shovel Agency (GSA) and taken significant steps towards community brand building and outreach.

Project Process

Step One

- LCPA Polling Campaign (Feb 2025)
 - Traditional Polling Services
 - Digital Survey
 - Stakeholder Interviews

Step Two

- LCPA Education Campaign
 - Press Release
 - FAQ
 - Custom Website Content
 - Social Media
 - Digital Ad Campaign
 - Reporting



EDUCATION CAMPAIGN: STEP ONE RESULTS

Golden Shovel Agency conducted a polling campaign to assess voter sentiment regarding a potential ballot measure to fund economic development activities in January 2025.

The Polling Campaign included three ways to engage with prospective voters.

- Traditional polling services
- Digital Survey
- One-on-one and group stakeholder interviews

Key Findings

- On the initial ballot test, neither proposal reached 40% in support of a potential countywide tax levy.
- However, 78% generally supported new economic development efforts, including workforce development, industrial business park development, job creation, and supporting local businesses.
- Voters are focused on the cost of living, with 59% indicating it as the biggest challenge.

While voters are not yet ready to support a ballot measure for economic development funding, stakeholders and residents want to see more **high-paying jobs, thriving businesses, and enhanced quality of life**. The opportunity ahead lies in helping the community understand how economic development directly benefits them, how it **creates jobs**, and how LCPA and LCDC operate as independent, transparent entities working in their best interest.



EDUCATION CAMPAIGN: STEP TWO GOALS

Top LCPA Education Campaign Goals

#1 Strengthen Community Engagement

- Engage local leaders, businesses, and elected officials to champion economic development.
- Foster collaboration to present a unified vision.
- Leverage respected community members and businesses to promote positive messaging through local engagement and signage.

#2 Address Tax Concerns & Communicate Economic Benefits Clearly

- Demonstrate how attracting businesses reduces reliance on property taxes.
- Use real examples, such as Hill's Pet Nutrition, to highlight past successes.
- Provide full transparency on funding and spending to build public trust.

#3 Tailor Marketing & Messaging for Different Audiences

- Customize outreach for northern areas (seeking revitalization) and southern areas (expanding strategically).
- Highlight how economic development dollars can go towards downtown revitalization and infrastructure upgrades.



EDUCATION CAMPAIGN: STEP TWO GOALS

Top LCPA Education Campaign Goals

#4 Combat Negative Perceptions & Social Media Criticism

- Encourage community engagement with public meetings, digital outreach, and local events.
- Maintain consistent branding and messaging across all stakeholders to reinforce a unified and credible narrative.

#5 Highlight Strategic Business Attraction Efforts

- Target small-to-mid-sized companies that provide living-wage jobs.
- Demonstrate efforts to prioritize industries that align with community strengths.

#6 Demonstrate Efforts to Improve Infrastructure & Transportation Access

- Highlight efforts to expand industrial development in areas with available land and utilities to support growth.



EDUCATION CAMPAIGN: STEP TWO TIMELINE

Leavenworth County Port Authority (LCPA) and Leavenworth County Development Corporation (LCDC) have engaged with Golden Shovel Agency (GSA) and taken significant steps towards community brand building and outreach.



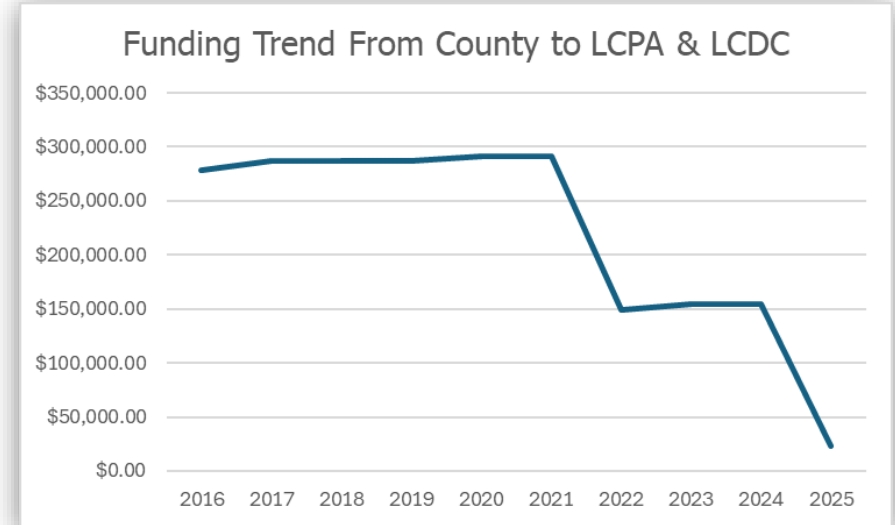
EDUCATION CAMPAIGN: GET INVOLVED

Build Upon Positivity & Stay Positively Optimistic

As community leaders, will you help us focus on positive messaging and funding economic development as a way to take advantage of regional growth?

Why is the campaign necessary?

- For the upcoming budget year, LCPA funding from the County is expected to fall between \$25,000 and \$75,000.
- With significantly reduced funding, economic development efforts in Leavenworth County will face serious limitations.
- Sustained investment in economic development is essential to ensure Leavenworth County remains competitive with surrounding communities
- If LCPA & LCDC remain underfunded, it will be more difficult to compete on a regional and national level to help facilitate the creation and retention of jobs and capital investment for Leavenworth County.



MARKETING COLLATERAL: PRESS RELEASE

This press release will be issued to publicly launch the Education Campaign—it is a strategic step designed to support future policy decisions and community investment. LCPA requests support and encourages stakeholders to leverage the press release in presentations, digital channels, and community events to extend its reach.

DRAFT

FOR IMMEDIATE RELEASE

[Date]

Leavenworth County Port Authority Launches Community Education Campaign

The Port Authority Supports Countywide Economic Development

Leavenworth County, KS — The Leavenworth County Port Authority (LCPA) is proud to announce the launch of a new community education campaign aimed at informing and engaging residents on the critical role economic development plays in the future of Leavenworth County.

“Economic development efforts are critical for ensuring that Leavenworth County is ready for growth and competitive with surrounding communities. Economic development creates the opportunities families need today and supports businesses creating the jobs our kids will need in the future,” said Doug Schimke, LCPA Chairperson.

[View Full Draft
Press Release](#)



EDUCATION CAMPAIGN: FREQUENTLY ASKED QUESTIONS

The FAQ document serves as a foundation of knowledge

LCPA and the Golden Shovel team developed a FAQ document to serve as a foundation of knowledge that empowers the public with accurate, digestible, and trustworthy information—reducing misinformation, aligning stakeholders, and strengthening support for future decisions

[View Full Draft FAQ](#)

DRAFT

Leavenworth County Educational Campaign on Economic Development FAQ

5 FAQ Sections:

- Who is Leading the Leavenworth County Educational Campaign on Economic Development?
- Why is the Leavenworth County Port Authority launching an Educational Campaign?
- What Would Sustained Investment in Economic Development Provide for Leavenworth County?
- What Economic Impact has resulted from the Economic Development Activities of the Leavenworth County Port Authority and Leavenworth County Development Corporation?
- How Can I Get Involved in Supporting Economic Development in Leavenworth County?



MARKETING COLLATERAL: EXAMPLE GRAPHICS

Launching a coordinated social media and digital ad campaign is essential for maximizing visibility, strengthening public understanding, and activating community participation



What is the LCPA?

LEAVENWORTH COUNTY
PORT AUTHORITY



LEAVENWORTH COUNTY
PORT AUTHORITY

More Jobs.
More Opportunity.



Where Do Your Tax Dollars Go?

LEAVENWORTH COUNTY
PORT AUTHORITY



Growth Starts Here

LEAVENWORTH COUNTY
PORT AUTHORITY



We Want to Hear from You!

LEAVENWORTH COUNTY
PORT AUTHORITY



LEAVENWORTH COUNTY
PORT AUTHORITY

Your Family.
Your Future.



\$558 Million in Growth

LEAVENWORTH COUNTY
PORT AUTHORITY



Urban Hess
BUSINESS CENTER

Developed by Leavenworth County Port Authority

LEAVENWORTH COUNTY
PORT AUTHORITY

Planning Today,
Growing Tomorrow



Let's Talk About Growth

LEAVENWORTH COUNTY
PORT AUTHORITY

Lot 7
5.21 Acres

Lot 6
7.65 Acres

Lot 5
9.41 Acres



More Jobs, More Opportunities

LEAVENWORTH COUNTY
PORT AUTHORITY



Conclusion – Final Thoughts

- Currently the Property Tax Split is 90% Residential, 10% Commerical/Industrial. Should be 70-30
- We Need to work on Bringing in more Tax Dollars to the County, Cities, and Schools from New Industrial/Commerical Businesses
- Development Anywhere in the County helps Everyone. \$120MM in assessed value lowers the County Mill rate by 1 mill.
- Leavenworth County is going to experience tremendous growth. We need to take Advantage of the Opportunity



Thank You



Education Campaign

Questions?

Contact Lisa Haack, Executive Director, LCDC

lhaack@LVCountyED.org

(913) 727-6111