ECONOMIC DEVELOPMENT PLAN
2019 - 2021

Retain & Develop Talent
Create Attractive Environment
Market Quality Of Place

DerbyKS.com/EconomicDevelopment
Rev_10.2.19
Business Retention Strategies

- Conduct retention visits viewing each business as an asset and assist in their expansion efforts.
- Connect businesses with educational workshop and training opportunities that will develop talent and result in business growth.
- Support and promote the Derby Business Center to assist start-up entrepreneurs with gathering resources for small business development.
- Partner with Derby Chamber of Commerce to support Derby businesses through opportunities for networking and engagement.

Business Attraction & Development Strategies

- Actively participate in regional and statewide economic growth committees to support continuous economic development in our region.
- Maximize place making development through planning, design and management of community spaces.
- Support development initiatives such as the West End Development Plan and the K-15 Area Plan; and implement plan recommendations.
- Review and make recommendations on incentive policies and requests.

Marketing Strategies

- Promote Derby to prospective business owners, business development specialists, and real estate professionals.
- Partner with community stakeholders in local and regional marketing efforts to attract visitors and tourism.
- Encourage residents and visitors to support local businesses.
- Enhance website and use social media to better communicate business opportunities in Derby.
- Promote the sale of lots in the West End Business Park and other strategic areas of the city.
**Community Profile**

- City population: 24,721
- M.S.A. population: 642,339 (2017)
- City population growth (9 yr): 11 %

**Housing & Income Profile**

- Number of housing units: 9,495 (2018)
- Average home value: $170,674 (2018)
- Average new home value: $250,753 (2018)
- Average rent: $751/month (2019)
- Median age: 37 years (2019)
- Median household income: $70,487 (2019)
- Average household income: $87,387 (2019)
- Total households: 9,152 (2019)

**Commute Profile**

- Traffic count - Rock Road: 22,000+ ADT
- Traffic count - K-15 Highway: 24,000+ ADT

- Avg. commute time: 19 minutes
- U.S. Avg. commute time: 26 minutes
- Distance to Wichita Dwight D. Eisenhower Airport: 16.5 miles
- Distance to I-35: 5 miles
- Distance to I-135: 6 miles

**West End Business Park**

- City Assessed Valuation - 28% Growth

**Lots for Sale**

- A3: 42,094 S.F. (.97 acre)
- B2: 18,728 S.F. (1.58 acre)
- B3a: 42,094 S.F. (.97 acre)
- B5: 91,229 S.F. (2.09 acre)
About the Derby Community Development Advisory Board

The mission of the Community Development Advisory Board (CDAB) is to monitor and maintain the city’s economic development plan; make recommendations to the City Council on development projects for which city incentives are requested; propose changes to policies governing economic development activities; and advocate for programs and activities that will improve the city’s economic conditions.

The six-member board meets quarterly. Five members serve a two-year term. One board member is designated by the Derby Chamber of Commerce and serves a one-year term.

- Margaret Fritzler, Retail Loan Officer, Intrust Bank
- Anndria O’Beirne, Senior Manager Human Resources, Spirit AeroSystems
- Chris Mosley, Aircraft Maintenance, US Air Force/McConnell AFB
- Jenny Webster, Market Sales Officer, Fidelity Bank
- Jason Weber, roadway Operation Manager, Kansas Turnpike Authority
- Jason Wojtechko, Owner, Compass Rose Aviation

Our vision is to be a community where dreams take root and thrive. Our mission is to create vibrant neighborhoods, nurture a strong business community, and preserve beautiful green spaces.