

Kansas City Metro-Region Investment Playbook

January 2025

What is an Investment Playbook?

Goals

Phase I: Assess KC's position in the new economic order

Phase II: Identify public / private / civic projects that build on distinctive KC strengths

Areas of analysis

Initial assessment of regional strengths and trends paired with a deeper dive on three key areas:

- Federal expenditures
- Green supply chains
- Critical technologies

Our approach

- Combine quantitative and qualitative analysis
- Identify distinctive assets in the new economic order
- Assess economic strengths and weaknesses in the metro-region

Timeline

Late 2023: Phase I diagnostics

April - July: Interviews and desk research

July - Sept: Project identification and development

Sept - Oct: Final revisions and leadership framework development

Geography

Bi-state Kansas City metro-region

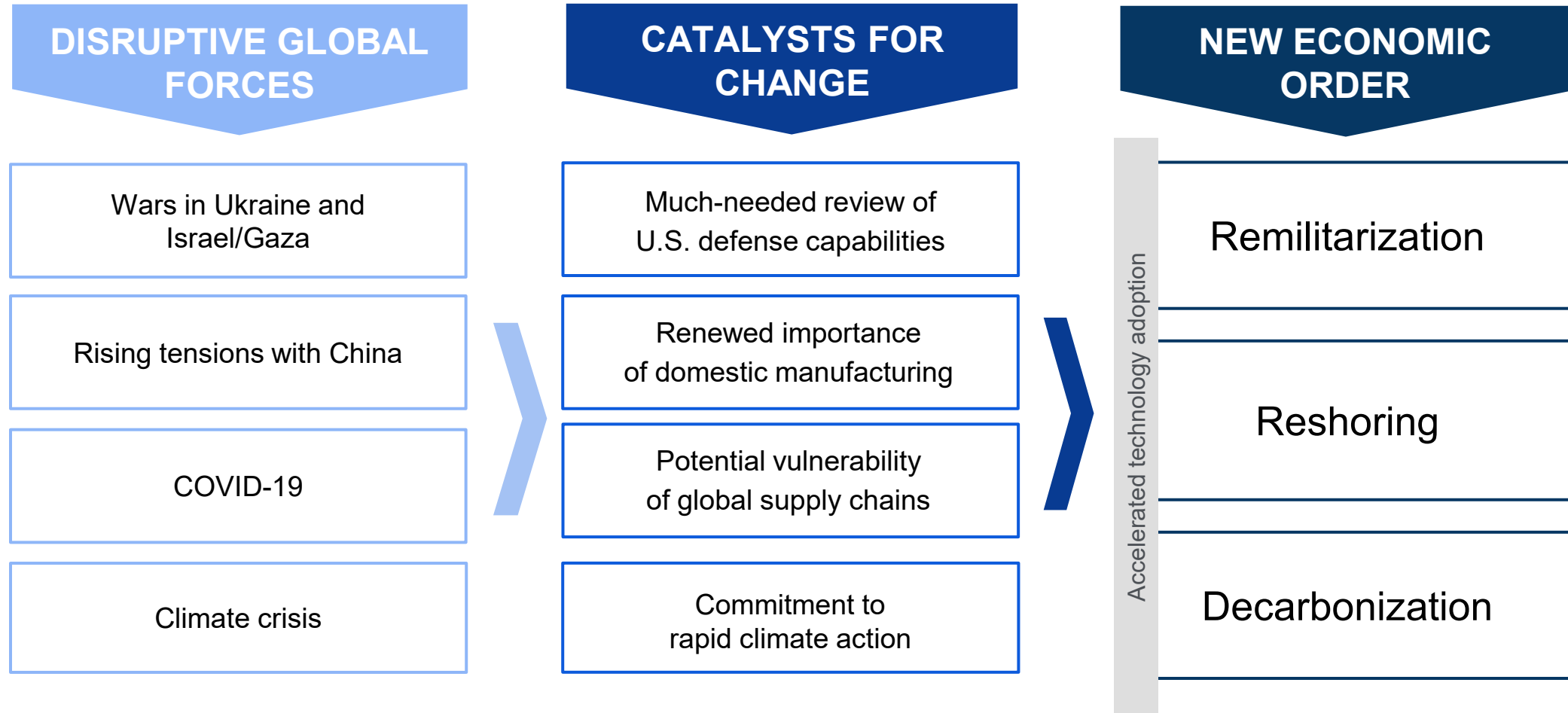
The Playbook looks beyond the official MSA boundaries to include major assets such as KU, K-State and Mizzou.

Interviews conducted

More than five dozen interviews with a broad cross-section of leaders from the private, public, academic, civic and philanthropic sectors.

Ultimate goal: Identify projects that leverage a region's **authentic strengths** in defense, energy and critical technologies and have **high potential** for growth and quality job creation can lead to **transformative, economy-shaping outcomes**

Mega forces are creating a new economic order



The federal government is using a broad range of investment tools – with impacts of new admin TBD

American Rescue Plan Bipartisan Infrastructure Law

Block grants		State and local governments
Competitive grants	VIA	Public agencies
Low-cost loans		Manufacturing companies

Stargate AI CHIPS & Science Act Inflation Reduction Act DOD Appropriations

Tax incentives		Manufacturing companies
Low-cost loans	VIA	Financial institutions
Procurement contracts		Utilities
		Contractors and developers
		Technology firms

Kansas City has built a strong global brand



- World-class sports and cultural amenities
- High quality of life and relative affordability
- Globally significant industry clusters
- Ability to get major projects done

As a metro-region, Kansas City, the 31st largest MSA, has substantial and distinctive competitive strengths

#1

Freight tonnage by rail

#3

Concentration of auto workers

#5

Per-capita clean power generation (KS)

#15

Foreign direct investment

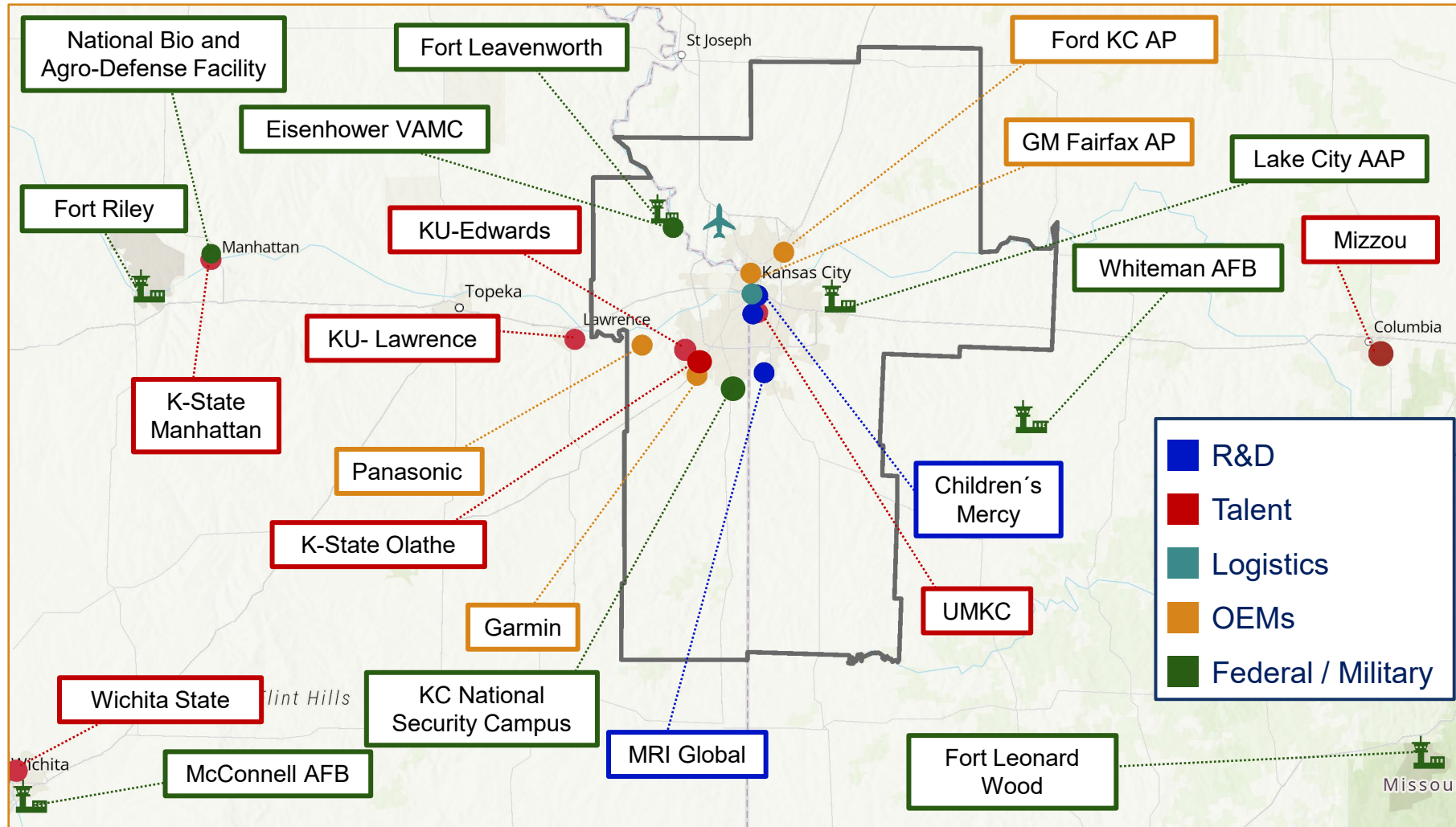
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Largest industrial market

#25

Research expenditures (KU, K-State, UMKC, Mizzou combined)

Assets hide in plain sight because they are radically distributed across the metro-region



Potential Center of the New Industrial Heartland?

After decades focused on low taxes and incentive packages, **advanced industries are prioritizing:**

- Ample land, clean energy and water
- Modern logistics infrastructure
- Responsive workforce development ecosystems
- Access to a diverse skilled workforce

Our research revealed three industry areas and two cut-across priorities that align with the new economic order

DEFENSE

ENERGY

**LIFE
SCIENCES &
HEALTHCARE**

WORKFORCE DEVELOPMENT

INNOVATION AND COMMERCIALIZATION

This constellation of projects builds on authentic strengths in order to accelerate inclusive economic growth



Civic leaders provide a platform of support for project entrepreneurs

Midwest Energy Materials Catalyst Campus

Overview

The Kansas City metro-region has longstanding strengths in battery manufacturing, due in part to the critical minerals that can be found in SW Missouri and SE Kansas. Development of a 400-acre Midwest Energy Materials Catalyst Campus at Lake City Army Ammunition Plant will establish an end-to-end energy materials production supply chain at the center of the nation's Industrial Heartland. The campus will include critical minerals processing, energy materials production and e-waste recycling capabilities as well as a technology development accelerator with space for small-scale R&D.

Objectives

- Establish an end-to-end energy materials production supply chain and expand US battery manufacturing
- Accelerate innovation and commercialization related to energy materials production
- Generate quality jobs for workers of all skill levels and educational attainment

Costs

\$67.5 M Site build-out
\$880 M Facilities
\$3.1 B Producers / processors
\$75 M Workforce / wraparound

Potential sources

NSF, EDA, Commerce
State appropriations
Patterson Family, Kauffman

\$4.1 B TOTAL

What does **winning** look like now?

Becoming a global magnet for investment and growth in high-potential sectors that can generate inclusive outcomes for people and places throughout the region.

Solving for regional fragmentation by adding up key assets and accelerating collective action on economy-shaping projects. These efforts may include:

- Embracing and championing a common narrative for the region
- Co-locating assets and activities for maximum impact
- Adopting a collaborative focus on project finance and delivery

The Playbook offers an opportunity to
rethink **how Kansas City civic leaders**
organize themselves for action

Actions for consideration

- Socialize the Playbook with key stakeholders
- Hold organizing charrettes with project entrepreneurs
- Internalize the narrative and distributed leadership model
- Engage with key elected officials (local, state, national)
- Learn and organize by doing
- Identify and engage with key networks, organizations and places
- Connect the World Cup to the New Industrial Heartland narrative
- Hold a day-long Investment Summit

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