

TARGETED IMPACT

2017 was an incredibly successful year for KCADC and the Kansas City region. One of the most successful in our history.

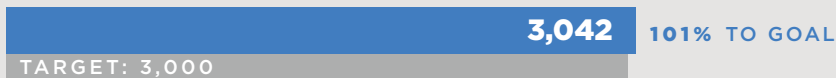
Our team's focus was to continue to positively impact the Kansas City region through our work recruiting jobs, investment and talent.

The organization met its "targets" and performed at an exceptional level in other areas of significant regional impact.

Our team and partners put forth an effort with a lasting impact on how our organization is viewed in the region and creates a new platform from which our region can compete for corporate investment and jobs in 2018 and beyond.

RECRUITMENT TOTALS | 22 COMPANIES

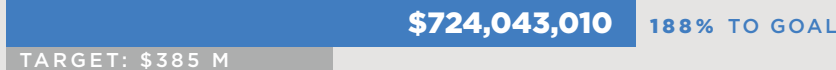
NEW JOBS



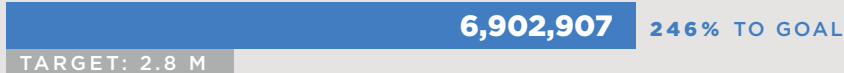
WAGES / PAYROLL



NET INVESTMENT



SQUARE FEET



REGIONAL ECONOMIC IMPACT



*Source: JobsEQ, economic impact model detailed with overview table of projects.

MEDIA IMPACT



NYC hosting event and outreach led to positive news highlighting KC as an innovative tech and culture hub for business expansion, reaching more than 150 million qualified readers.

COMMUNITY IMPACT



KCADC's continued leadership and support for KC Rising.

\$600m cap invest and \$72m in payroll.

Continued impact on AH industry innovation.

Engaged in TeamKC Network.

EXCEPTIONAL PERFORMANCE

KCADC built a cohesive business case narrative for a "Better KCI" with compelling graphics and digital media. This story was presented in partnership with regional leaders to more than 200 business and civic groups leading to a 75% yes vote in support of a new single terminal at KCI.

Engagement of more than 200 individuals from the business and civic community, resulted in the most comprehensive and compelling business and lifestyle narrative for the KC region to date. In addition, KC now has an even stronger case to attract new corporate investment and jobs to the region moving into 2018.

KCADC was named as the top regional economic development organization in the U.S., according to a new survey of U.S. corporate executives and location advisors. According to the 80 site selection consultants who participated in the survey, 21% identified KCADC as a "best in class" economic development organization.

KCADC's Annual Meeting hit record numbers for attendance and revenue – with 1,730 guests and \$582,859 raised. Additionally, record attendance was hit at the annual events for AH Corridor and SmartPort. From "Pop-Ups" to major events, KCADC engaged and involved more investors and partners than any year in our history.