

BOARD OF DIRECTORS MEETING AGENDA - FEBRUARY 27, 2025 AT 9:30 AM
SALINA AREA CHAMBER OF COMMERCE - VISIT SALINA ANNEX

1. CALL TO ORDER AND ROLL CALL

- (1.1) Confirmation of Meeting Notice/ Visitor Introductions / Welcome New Board Member Chris Yohe
- (1.2) Public Comments

2. APPROVAL OF MINUTES

- (2.1) January 16, 2025 Minutes

3. APPROVAL OF FINANCIAL STATEMENT & ACCOUNTS PAYABLE

- (3.1) January 2025 Financial Reports (Not Available)
- (3.2) Accounting Proposals - See Chart

4. DIRECTOR'S REPORT

- (4.1) Revised Agreement with Partners - New Schedule for Submittals to Sponsoring Agencies - New Joint Session with Sponsoring Agencies Proposed Date March 27th
- (4.2) Salina EDO Annual Meeting/Luncheon- Joshua Wexler - Event Speaker
- (4.3) Strategic Plan Update/Survey - March 20th @ 9:00 am to 12:00 noon.
- (4.4) National Security Crossroads Meeting - Rescheduled to March 19th
- (4.5) "The Friday Brief"
- (4.6) Prospect Update

5. EXECUTIVE SESSION - PERSONNEL REVIEW

6. BOARD OF DIRECTORS COMMENTS

7. ADJOURNMENT

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
SALINA CHAMBER OF COMMERCE/VISIT SALINA ANNEX – 120 WEST ASH; SALINA, KS
JANUARY 16, 2025 --Via in person and Zoom Link

CALL TO ORDER AND ROLL CALL

The Regular Meeting of the Salina Community Economic Development Organization, Inc. was called to order at 9:29 AM by Jim Maes, Board President.

(1.1) Confirmation of Meeting Notice

Robinson confirmed that the meeting notice was made public via email, news release, and social media.

Those present with a quorum:

IN-PERSON OR ZOOM (Z):

Jim Maes, Brian Weisel, Tom Dill, Lee Young, Brian Schwarz, Daran Neuschafer, Brian Richardson, Rob Exline, Jim Trower

ABSENT: N/A

ALSO PRESENT:

Mitch Robinson, Salina Community Economic Dev. Organization, Executive Director
Robin VanAtta, Salina Community Economic Dev. Organization Administrative Assistant
Hannah Bett, Deputy County Administrator, Saline County
Mike Hoppock, City Commissioner, City of Salina
Mike Schrage, City Manager, City of Salina
Shawn Hennessee, Assistant City Manager, City of Salina
Jacob Wood, Deputy City Manager, City of Salina
Greg Taylor, Salina, Citizen
Renee Duxler, President/CEO, Salina Area Chamber of Commerce
Mark Freel, Customer Solutions Manager, Evergy

(1.3) Public Comment

N/A

APPROVAL OF MINUTES

(2.1) Moved by Richardson, seconded by Weisel to approve the December 19, 2024 minutes. Aye: (9) Nay: (0). Motion carried.

APPROVAL OF FINANCIAL STATEMENTS AND ACCOUNTS PAYABLE

(3.1) November 2024 Financial Reports

Moved by Trower, seconded by Young to approve the December 2024 financial statements. Aye: (9). Nay: (0). Motion carried.

(3.2) Accounting Discussion

Robinson has had discussions with Justin Schrope with Swindoll, Jantzen, Hawk, Lloyd out of McPherson. They have a satellite office in Salina. Trower said that Woods & Durham were encountering some independence issues with the payroll and payables services and performing the Fiscal Year Reviews. The firm is basically reviewing their own work.

The EDO can look at outside contracting proposals for the Fiscal Year Review. Those proposals will be brought before the board at the February 20th meeting.

4. DIRECTOR REPORT

(4.1) Digital Marketing Effort Update

The City of Salina City Commission met for a special meeting on January 15, 2025.

(4.2) Revised Agreement with Partners – Attached Documents

The following are some of the changes to the proposed agreement between the EDO and the Partners:

- 1-year budget cycle from a 3-year budget cycle
- Audit to Review
- Revised deadlines of deliverables
- Revisions of duties; transitioning some duties from the Chamber of Commerce to the EDO
- Economic Development Summit to City Commission
- Annual budget request to partners; City & County will not obligate themselves past the annual appropriations

(5.3) Plus Power / Saline County Planning & Zoning – Battery Storage Regulations – February 11th

This may be delayed because commercial projects in Saline County are processed through the City of Salina per a contract agreement.

(5.4) Salina EDO Annual Meeting/Luncheon – Joshua Wexler, CEF (Chief Executive of Fun) Pure Imagination – Event Speaker

This event is still in the planning stage. Joshue Wexler has been confirmed as the speaker.

(5.5) Strategic Plan Update

We are planning to schedule this on the original board meeting date – March 20th. If you have ideas on who should attend, please let Robinson know.

(5.6) City Manager Mike Schrage Retirement / Jacob Wood Interim City Manager

The City of Salina is hosting a retirement reception on Friday, February 7th. Schrage has served for 19 years in Salina. Jacob Wood has been appointed as Interim City Manager.

(5.7) Officer Elections

Moved by Trower, seconded by Neuschafer to approve the 2025 slate of officers as follows:

President - Rob Exline; Vice President - Tom Dill; Treasurer - Brian Weisel; Secretary - Daran Neuschafer; Past President - Jim Maes. Aye: (9). Nay: (0). Motion carried.

In recognition of Brian Richardson's two terms on the EDO board – from February 1, 2019 to January 31, 2025 -- the EDO sent a \$50 donation to the Salina Animal Services in Brian's honor.

(5.8) Prospect Update

Robinson reviewed the current prospect table

7. BOARD MEMBER DISCUSSION/QUESTIONS

N/A

ADJOURNMENT

Moved by Exline, seconded by Weisel to adjourn the meeting at 10:21 a.m. Aye: (9). Nay: (0). Motion carried.

Jim Maes, Board President

ATTEST: Daran Neuschafer, Board Secretary

3.1

January 2025 Financial Reports

Reports are not available. Accountant is not releasing the January 2025 without a signed Engagement Letter

Estimated Cost of Services Proposals and/or Engagement Letters Received

Monthly Services	2024 Accounting Fees	Woods & Durham	Long & Associates	Benson Accounting	
Bi-Weekly Payroll and Bill Pay Services + Monthly Compilation Report (no Quickbooks access)	\$565.00	\$590.00			
All-Inclusive Payroll Service, Monthly Bill Pay, Reports, Virtual QuickBooks Access			\$550.00		
Option 1) Prepare payroll and related payroll tax deposits and filings, Prepare accounting records based on bank statement activity and checkbook activity on a cash/tax basis with reporting as needed (monthly, quarterly, and/or annually)				\$400.00	Option 1
Option 2). Assist the EDO in getting currently owned version of QuickBooks set up to prepare financial statements in-house. Could be done on an hourly basis (likely under \$500) as a one-time setup, and prepare only the payroll and related filings and deposits for a set amount.				\$225.00	Option 2
Option 2) One-time Set Up fee for Quickbooks				\$500.00	
MONTHLY SERVICES SUBTOTAL	\$6,780.00	\$7,080.00	\$6,600.00	\$4,800.00	Option 1
				\$3,200.00	Option 2
Quarterly Services	2024 Accounting Fees	Woods & Durham	Long & Associates	Benson Accounting	
Quarterly Reports	\$350.00	\$375.00			
Quarterly Payroll Reporting			\$150.00		
** based on received proposal, quarterly reporting is included in the monthly accounting fee above **				**	
QUARTERLY SERVICES SUBTOTAL	\$1,400.00	\$1,500.00	\$600.00	included in monthly service	Option 1
				included in monthly service	Option 2
Annual Services	2024 Accounting Fees	Woods & Durham	Long & Associates	Benson Accounting	
W-2 Forms, 1099s	\$800.00	\$800.00			
Form 990 Annual Tax Return (\$1450-\$1950)**	\$1,750.00	\$1,700.00			
W-2s, One Time Up Fee, Fedral and State Tax Returns, Personal Tax Return,			\$1,750.00		
Form 990 Preparation				\$1,500.00	
ANNUAL SERVICES SUBTOTAL	\$2,550.00	\$2,500.00	\$1,750.00	\$1,500.00	Option 1
					Option 2
TOTAL - ACCOUNTING FEES	\$10,730.00	\$11,080.00	\$8,950.00	\$6,300.00	Option 1
				\$4,700.00	Option 2
Fiscal Year Review Services	2024 Review Fees	Woods & Durham	Long & Associates	Benson Accounting	
FY Financial Statement Review (\$5200-\$6250)**	\$6,485.00	\$5,725.00			
FY Financial Statement Review (\$5,500-\$7,000)**				\$6,250.00	
TOTAL - ACCOUNTING FEE + FISCAL YEAR FINANCIAL REVIEW	\$17,215.00	\$16,805.00		\$12,550.00	Option 1
				\$10,950.00	Option 2

January 16, 2025

Mitch Robinson, Executive Director and the Board of Directors
Salina Community Economic Development Organization, Inc.
120 W. Ash St.
Salina, KS 67401-2308

We are pleased to confirm our acceptance and understanding of the accounting services we are to provide for Salina Community Economic Development Organization, Inc. ("the Organization") for the year ended December 31, 2025.

You have requested that we prepare the financial statements of Salina Community Economic Development Organization, Inc. (a nonprofit organization), which comprise the annual and monthly statements of assets, liabilities, and net assets—tax basis, and the related statements of revenues, expenses, and changes in net assets—tax basis for the year ended December 31, 2025, and perform a compilation engagement with respect to those financial statements. These financial statements will not include related notes to the financial statements as required for financial statements prepared in accordance with the tax basis of accounting.

In addition, the statements of revenues, expenses, and changes in net assets—prior year and budget comparison—tax basis will be prepared and presented with the financial statements. Such supplementary information is the responsibility of management and will be subject to our compilation engagement.

Our Responsibilities

The objective of our engagement is to—

- 1) prepare financial statements in accordance with the tax basis of accounting based on information provided by you, and
- 2) apply accounting and financial reporting expertise to assist you in the presentation of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements in order for them to be in accordance with the tax basis of accounting.

We will conduct our compilation engagement in accordance with Statements on Standards for Accounting and Review Services (SSARS) promulgated by the Accounting and Review Services Committee of the AICPA and comply with applicable professional standards, including the AICPA's *Code of Professional Conduct* and its ethical principles of integrity, objectivity, professional competence, and due care, when performing the bookkeeping services, preparing the financial statements, and performing the compilation engagement.

We are not required to, and will not, verify the accuracy or completeness of the information you will provide to us for the engagement or otherwise gather evidence for the purpose of expressing an opinion or a conclusion. Accordingly, we will not express an opinion, a conclusion, nor provide any assurance on the financial statements.

Our engagement cannot be relied upon to identify or disclose any financial statement misstatements, including those caused by fraud or error, or to identify or disclose any wrongdoing within the Organization or noncompliance with laws and regulations.

We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities since performing those procedures or taking such action would impair our independence.

Your Responsibilities

The engagement to be performed is conducted on the basis that you acknowledge and understand that our role is to prepare financial statements in accordance with the tax basis of accounting and assist you in the presentation of the financial statements in accordance with the tax basis of accounting. You have the following overall responsibilities that are fundamental to our undertaking the engagement in accordance with SSARS:

- 1) The selection of the tax basis of accounting as the financial reporting framework to be applied in the preparation of the financial statements.
- 2) The preparation and fair presentation of financial statements in accordance with the tax basis of accounting and the inclusion of a description of the tax basis of accounting.
- 3) The design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error.
- 4) The prevention and detection of fraud.
- 5) To ensure that the Organization complies with the laws and regulations applicable to its activities.
- 6) The accuracy and completeness of the records, documents, explanations, and other information, including significant judgments, you provide to us for the engagement.
- 7) To provide us with—
 - access to all information of which you are aware is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, and other matters.
 - additional information that we may request from you for the purpose of the compilation engagement.
 - unrestricted access to persons within the Organization of whom we determine it necessary to make inquiries.

You are also responsible for all management decisions and responsibilities and for designating an individual with suitable skills, knowledge, and experience to oversee our tax services, bookkeeping services, and the preparation of your financial statements. You are responsible for evaluating the adequacy and results of the services performed and accepting responsibility for such services.

Our Report

As part of our engagement, we will issue a report that will state that we did not audit or review the financial statements and that, accordingly, we do not express an opinion, a conclusion, nor provide any assurance on them. There may be circumstances in which the report differs from the expected form and content. Our report will disclose that the Organization's management has elected to omit substantially all the disclosures ordinarily included in financial statements prepared in accordance with the tax basis of accounting. If the omitted disclosures were to be included in the financial statements, they might influence the user's conclusions about the Organization's assets, liabilities, equity, revenues, and expenses. Accordingly, the financial statements will not be designed for those who are not informed about such matters. If, for any reason, we are unable to complete the compilation of your financial statements, we will not issue a report on such statements as a result of this engagement.

Our report will disclose that the financial statements are prepared in accordance with the tax basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

You agree to include our accountant's compilation report in any document containing financial statements that indicates that we have performed a compilation engagement on such financial statements and, prior to inclusion of the report, to obtain our permission to do so.

The supplementary information accompanying the financial statements will be presented for purposes of additional analysis. Our report will not express an opinion, a conclusion, nor provide any assurance on such information.

Other Relevant Information

Bonnie S. Sanderson is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it.

We will also perform the following services:

Monthly Services

- Reconcile the bank statement as of month-end;
- Post credit card transactions as of month-end;
- Post deposits to the general ledger;
- Post adjusting entries for depreciation, payroll taxes, and any other adjustments deemed necessary and approved by you;
- Process accounts payable and prepare checks for your review and issuance; and,
- Process bi-weekly payroll and prepare payroll deposits.

Quarterly Services

We will prepare the quarterly payroll tax returns and related transmittals and reconciliations.

Annual Services

We will prepare Form 990, Return of Organization Exempt from Income Tax. In addition, we will prepare the appropriate Forms 1099, annual payroll reports, and other required documents.

This engagement does not cover the preparation of any tax returns not referenced in this letter.

The aforementioned services are those we perceive to be regular accounting services, which occur in a routine manner. Our fees for these aforementioned services will be based upon our standard hourly rates, estimated to be:

Monthly Services	\$590 per month
Quarterly Services	\$375 per quarter
Annual Services	
• Forms W-2, 1099	\$800
• Tax Returns	\$1,450 - \$1,950
Consulting Services	Standard Hourly Rates

The fee estimate is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the work performed. If significant additional time is necessary, we will discuss it with you and arrive at a new fee estimate before we incur the additional costs. Our invoices for these fees will be rendered each month as work progresses and are payable on presentation.

You agree to hold us harmless and to release, indemnify, and defend us from any liability or costs, including attorney's fees, resulting from management's knowing misrepresentations to us.

We appreciate the opportunity to be of service to you and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you

acknowledge and agree with the terms of our engagement as described in this letter, please sign the enclosed copy and return it to us.

Sincerely,

WOODS & DURHAM, CHTD.



Bonnie S. Sanderson

Enc.

This letter correctly sets forth the understanding of Salina Community Economic Development Organization, Inc.

Signature

Title

Date

Salina Community Economic Development Organization

Exhibit 1, Summary of Services

Monthly Services		Annual Fee	Monthly Fee
<input checked="" type="checkbox"/>	Reconciliation of balance sheet accounts to source documents.		\$ 150.00
<input checked="" type="checkbox"/>	All-Inclusive Payroll Service including payment of liabilities and pay checks via electronic payment		\$ 75.00
<input checked="" type="checkbox"/>	Monthly Bill paying		\$ 100.00
<input checked="" type="checkbox"/>	Preparation of Statement of: Assts, Liabilities, & Net Assets; Revenues, Expenses, & Changes in Net Asset; Revenues, Expenses, & Changes in Net Asset - Budgt Comparison		\$ 150.00
<input type="checkbox"/>	Ancillary related management consultation services (phone calls, correspondence)	Standard Rate of \$150 per hour	
<input checked="" type="checkbox"/>	Virtual QuickBooks Access	If needed	\$ 75.00
Total Monthly Services		\$ 6,600.00	\$ 550.00
Quarterly Services		Annual Fee	Quarterly Fee
<input checked="" type="checkbox"/>	Quarterly Payroll Reporting		\$ 150.00
<input type="checkbox"/>	Quarterly Financial Meeting/Planning		\$ -
Total Quarterly Services		\$ 600.00	\$ 150.00
Annual Services		Annual Fee	
<input checked="" type="checkbox"/>	Preparation and filing of required information returns including Forms W-2	\$ 150.00	
<input checked="" type="checkbox"/>	One time set up fee for new payroll & financial reports	\$100 Payroll & \$300 for financial reports	\$ 400.00
<input checked="" type="checkbox"/>	Preparation of Federal and Kansas Business Tax Return for the Corporation	Optional	\$ 1,200.00
<input type="checkbox"/>	Preparation of Personal Tax Return		\$ -
<input type="checkbox"/>	Preparation of Kansas Annual Corporate Report	Included in pricing above	\$ -
<input type="checkbox"/>	Preparation of Corporate Minutes for the tax year		
<input type="checkbox"/>	Fiscal year compiled financial statement preparation (Tax-Basis)		
<input type="checkbox"/>	Fiscal year compiled financial statement preparation (Other-Basis)		\$ -
<input type="checkbox"/>	Ancillary related services (phone calls, non-IRS correspondence)	Included in pricing above	
Total Annual Services		\$ 1,750.00	
On-going Consultation Services			
From time to time you may have a special project not included in the above amounts. Our standard billing rate for consultation services is \$150 per hour. If desired at the time we will do our best to provide an estimated cost per project.		\$ -	
Total On-going Consultation Services		\$ -	
Total Annual Fee billed Monthly		\$ 6,600.00	
Total Annual Fees billed Quarterly		\$ 600.00	
Total Annual Fees billed Annually		\$ 1,750.00	
Total Annual Fees		\$ 8,950.00	
Monthly Pricing (First Month Billing = \$1,110)		<i>Paid monthly</i>	\$ 712.50
Rounding Amount			\$ 710.00

BENSON ACCOUNTING, CPA, PA
JOEL BENSON, CPA MARY BENSON, CPA
1911 S. OHIO
SALINA, KS 67401
PH: 785-827-3157 FAX: 785-827-3159

Salina Community Economic Development Organization
Attn: Mitch Robinson
120 West Ash
Salina, KS 67402-0586

February 21, 2025

Mr. Robinson/Board of Directors:

Thank you for allowing us the opportunity to submit a proposal for accounting and payroll services, annual form 990 preparation, and other services as outlined below for **Salina Community Economic Development Organization**. If you have any questions regarding this proposal, please do not hesitate to call.

ACCOUNTING SERVICES & PAYROLL PREPARATION:

BENSON ACCOUNTING, CPA, PA will provide the following services –

1. Prepare payroll and related payroll tax deposits and filings.
2. Prepare accounting records based on bank statement activity and checkbook activity on a cash/tax basis with reporting as needed (monthly, quarterly and/or annually).

We would estimate this fee to be \$400 per month.

As an alternative, we can assist you with getting your currently owned version of QuickBooks setup to prepare your own financial statements in-house. This setup can be done on an hourly basis (likely under \$500) as a one-time setup, and prepare only your payroll and related filings and deposits for a set amount of \$225 per month.

FORM 990, NONPROFIT TAX RETURN PREPARATION:

BENSON ACCOUNTING, CPA, PA will provide your requested services (Form 990 preparation) annually.

The fee for this service would be \$1,500 annually if also providing accounting services.

REVIEW SERVICES (IF NEEDED):

BENSON ACCOUNTING, CPA, PA will provide financial statement preparation & review services.

Review service fees would range between \$5,500 and \$7,000 and would depend on us preparing the other services as well and financial activity remaining approximately at the current level.

We look forward to the favor of your reply, and truly appreciate this opportunity to work with your organization and its staff. Please do not hesitate to contact us to discuss any of the information within this proposal.

Very truly yours,



Joel Benson, CPA

FEBRUARY 2025 REPORT

MARKETING / LEGISLATIVE

The work to get the Transient Guest Tax revisions with the Salina Area Chamber of Commerce was approved by the City Commission. Chamber President Renee Duxler has submitted a budget outline to Interim City Manager Jacob Wood. They are reviewing the information and will be responding to Renee with any concerns. This will be the main funding source for the new digital marketing effort for the community.

Work for the 4th Annual Charlie Walker Pitch Challenge is moving forward. The workshop held for prospective applicants had eleven attendees interested in the contest. The event will be on Wednesday, March 26th at Kansas State Salina. Funding for the \$16,000 in prize money is coming from Bennington State Bank and JRI, Inc.

The 2025 Legislative Session is off to a very fast start. The House and Senate has taken the budget making process over from the Governor. They are placing a 10% cut on all state government. The KEDA Annual Day on the Hill was Feb 6th. Numerous bills for the upcoming session will be looking at various tax reductions, review of the Department of Commerce and other economic development bills. One that is getting a lot of traction is an effort to eliminate the Housing Tax Credit program, which is being used to help build lower cost housing in rural and urban areas. This is up for a vote by the house committee on Monday, Feb 17th to end the program. The main push by Dept of Commerce is the proposed AIM-K: Aviation and Innovative Manufacturing in Kansas bill. The program is a higher-level incentive targeted at several key segments generating high level projects and jobs for all of Kansas.

The National Crossroad Defense meeting planned for Feb. 18th in Kansas City was cancelled due to the pending winter storm. It will be rescheduled at a later date. This was a part of a Missouri – Kansas effort to attract new military investment by the federal government as well as private sector defense contractors who are looking to expand their production capacity. Pieter Miller, several K-State Salina staff and I were planning on attending this event. This is a follow up with the development of a plan to promote the area which is a result of a series of meetings held across the two states including one held here in Salina this past summer. The plan was to be released at this conference.

ORGANIZATIONAL

Revisions of the Salina EDO organizational documents have been approved by the Chamber of Commerce, the City of Salina and Saline County. The Salina Airport Authority will review the document on Wednesday, February 19th. This will update the original document with changing the 3-year funding cycle to an annual funding cycle, revised deadlines for various submittal of documents, added business retention and expansion activities to our program of work and several other updates.

Additional discussions with two new accounting firms have occurred with plans to have two new proposals available to the board for review at our February 20th meeting.

Much work has taken place concerning the strategic planning meeting which will occur at our March 20th Board of Directors meeting. It will start at 9:00 am and conclude around 12:00 noon. A survey will be sent out to targeted attendees and board members to gather their thoughts on the direction of the community.

WORKFORCE / HOUSING

Final approval by the City Commission for Phase 2 of the SDD Project was approved December 9th. The City is currently working with SDD to review their plans and get final approvals made. The weather has delayed their start on Phase 2 but are moving along rapidly with the apartment buildings in Phase 1. The developers of the AeroPlains subdivision have gotten several of their units completed and are actively marketing the development to the area. Interest rates seem to be keeping some buyers out of the market at this time.

PROSPECT MANAGEMENT

Project 80 was announced on Thursday, Feb. 13th. The Salina Airport Authority was able to submit a press release after several revisions by Amazon. The contractor on the project has hired numerous local subs for the project.

The Saline County Planning and Zoning Commission has made final revisions for their new regulations regarding battery storage projects. The county staff has been working with the City of Salina planning staff since they contract with the county via an interlocal agreement. This agreement has been updated and will require approval by the city and county. This has moved the approved of the battery storage regulations back to early April due to the approval process by both parties rather than the original Feb 12th date. The company is planning to submit an application once all documents have been approved by the County Commission.

Project Cheesesteak is still on hold, but is still an active project based on communication with the project manager. As soon as the project starts to move forward again, we will be given an update at that time.

Efforts continue to connect with real estate contacts for Coperion K-Tron. Efforts have not been successful with making a direct contact with their real estate staff but the local top manager has said my contact information and possible interest has been passed on to key staff at the corporate level. Local realtor Jeff Maes and I talked about this and he also has had several interested parties contact him also. We are in agreement that a major national real estate firm will receive the listing.

SITES / BUILDINGS / TOOLS:

Continue to work on maintaining industrial sites and buildings within the community and other buildings that are available for various retail and other uses.

MONTHLY WEB/SOCIAL MEDIA STATISTICS

Website – (reported January 2024)

120 users	115 New Users	11 Return Users	68 Engaged Sessions
4.74 Events/User	0:58 Avg Session	190 Pageviews	663 Event Count**
140 Sessions			

Website –1/20/2024 –2/16/2025

170 users	168 New Users	26 Return Users	119 Engaged Sessions
6.96 Events/User	0:46 Avg Session	320 Pageviews	1,183 Event Count**
203 Sessions			

**Event Count = the number of times an event is triggered on your website or app. An event is a user's specific action on your site, such as clicking a button, playing a video, or submitting a form.

Facebook – (reported January 2024)

420 Page Reach	17 Content Interactions	36 Page Visits	941 Followers	4 New Followers
1, 000 Views				

Facebook – 11/12/2024 –12/12/2024

1,700 Page Reach	92 Content Interactions	112 Page Visits	952 Followers	9 New Followers
3,800 Views				

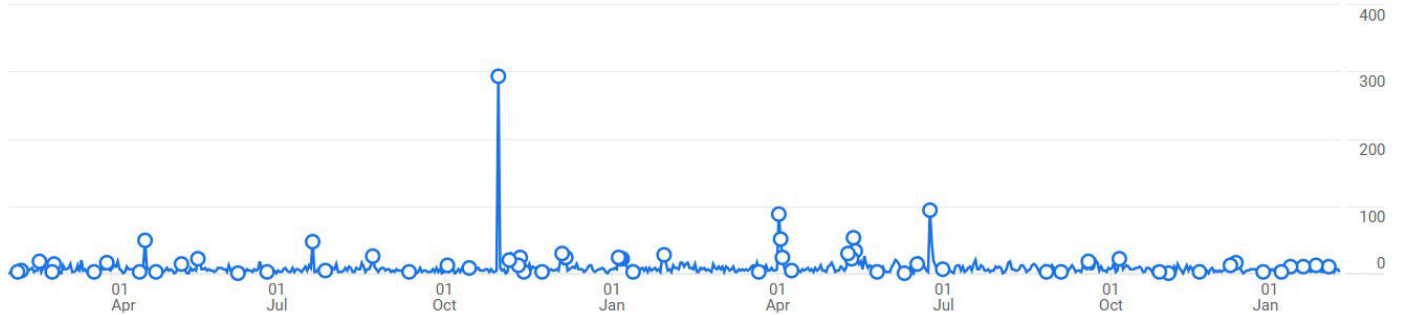
Start-Up Salina Facebook Group

3/13/2024 – 403 members (--)	4/15/2024 – 403 members (--)
5/13/2024 – 402 members (-1)	6/14/2024 – 401 members (-1)
7/14/2024 – 402 members (+1)	8/11/2024 – 400 members (-2)
11/15/2024 – 410 members (+10)	12/15/2024 – 409 members (-1)
1/13/2025 – 409 members (--)	2/16/2025 – 412 members (+3)

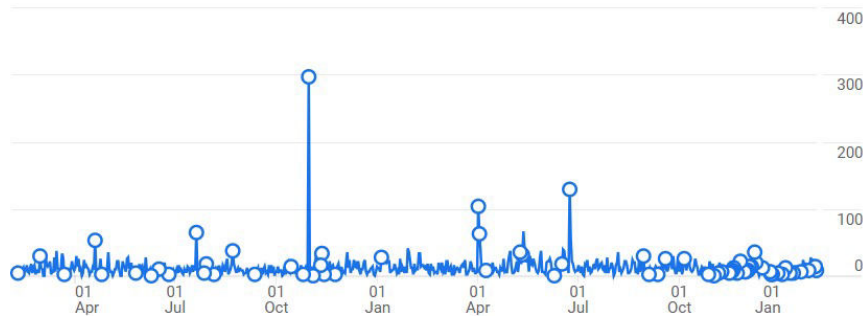
EDO Website Engagement Overview_Feb 4 2023 through Feb 4 2025

Custom Feb 4, 2023 - Feb 4, 2025

Active users [?] 5K Event count [?] 32K Key events [?] 0 Total revenue [?] \$0.00



Views [?] 8.6K Event count [?] 32K



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	8.6K
scroll	6K
session_start	5.9K
user_engagement	5.3K
first_visit	5K
click	448
file_download	296

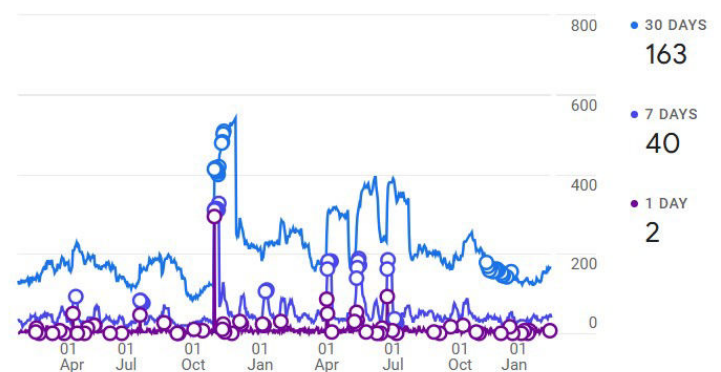
[View events](#) →

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Salina Kansas EDO	3.8K
Contact Salina Kansas EDO	959
Sites & Buildings - Salina Kansas EDO	562
Search Sites & Buildings - Salina Co...	514
Target Industries - Salina Kansas EDO	456
Utilities - Salina Kansas EDO	423
Incentives - Salina Kansas EDO	350

[View pages and screens](#) →

User activity over time



Views

Export

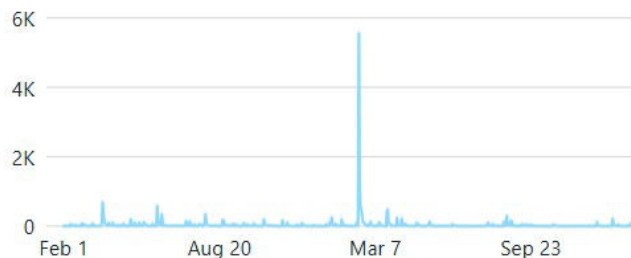
2.6K



Reach

Export

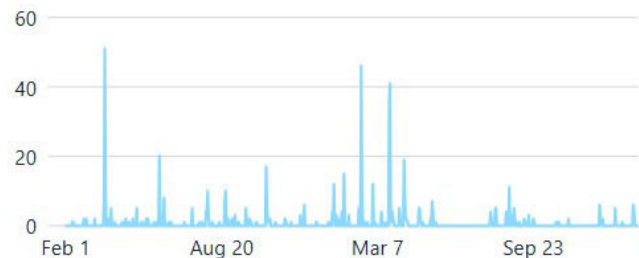
13K ↑ 100%



Content interactions

Export

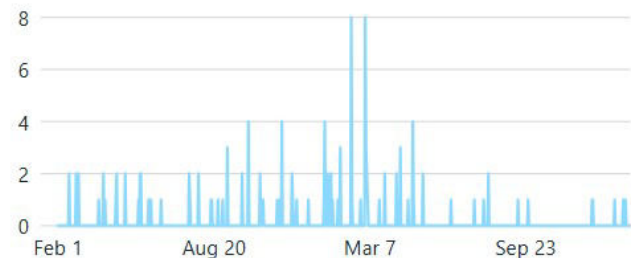
651 ↑ 100%



Link clicks

Export

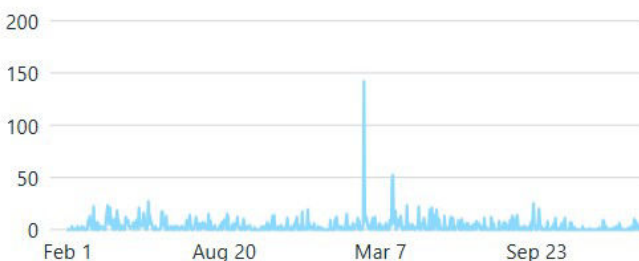
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Visits

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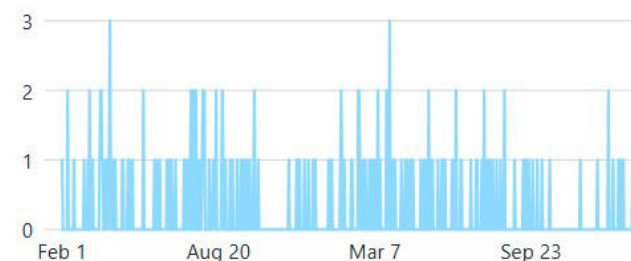
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Follows

Export

178 ↑ 47.1%



First Name	Last Name	Board/Organization
Rob	Exline	Salina EDO
Tom	Dill	Salina EDO
Daran	Neuschafer	Salina EDO
Brian	Weisel	Salina EDO
Jim	Maes	Salina EDO
Brian	Schwarz	Salina EDO
Lee	Young	Salina EDO
Jim	Trower	Salina EDO
Chris	Yohe	Salina EDO
Jacob	Wood	City of Salina
Shawn	Hennessee	City of Salina
Phillip	Smith-Hanes	Saline County
Hannah	Bett	Saline County
Greg	Lenkiewicz	City Commission
Rodger	Sparks	County Commission
Joe	Hay Jr.	County Commission
Pieter	Miller	Salina Airport Authority
Stephanie	Carlin	Salina Airport Authority
Ryan	Commerford	Salina Airport Authority
Renee	Duxler	Salina Area Chamber of Commerce
Sam	Browning	Salina Area Chamber of Commerce
Dr. Alysia	Starkey	Kansas State University Salina
Kurt	Carroway	Kansas State University Salina
Dr. Matt	Thompson	Kansas Wesleyan University
Greg	Nichols	Salina Area Technical College
Mark	Freel	Evergy, Inc
Dr. Michael	Oetken	Kansas State University Salina
Travis	Balthazor	Kansas State University Salina
Dr. Michael	Pritchard	Kansas State University Salina
Mike	Hoppock	City Commission / EDO Liason
Don	Boos	Salina Airport Authority Board Representative

Salina Economic Development Survey

This short survey aims to gather insights from stakeholders and community members on the target industries—**Agribusiness, Aerospace, and Distribution**— identified in the strategic planning from *Ady Advantage* in 2021. To help shape SCEDO's strategic initiatives, please provide your thoughts and complete the survey by **February 24**.

Your input will directly inform our discussions at the upcoming Salina Community Economic Development Organization Workshop the morning of **March 20** (save the date!). At this workshop, we will review this feedback, explore key opportunities and challenges, and gather additional input to refine our strategic plan for growing these target industries.

Which of the following target industries do you believe has the highest potential for growth in the Salina region?

- Agribusiness
- Aerospace
- Distribution
- Other:

What do you see as the greatest competitive advantage Salina has in attracting businesses in these target industries? *(Select all that apply)*

- Workforce availability & skill level
- Transportation & infrastructure (airport, highways, rail)
- Business-friendly policies & incentives
- Quality of life & community support
- Other:

What is the most important factor a company considers when deciding to locate and/or remain in Salina?

- Availability of skilled labor
- Cost of doing business
- Access to transportation and logistics
- Market demand & industry ecosystem
- Local & state incentives
- Other:

What type of businesses or specific companies within Agribusiness, Aerospace, or Distribution should SCEDO prioritize attracting?

What is the primary service a company wants from a community (including services provided by SCEDO, Chamber, etc.)?

- Business development & networking
- Workforce recruitment & training support
- Financial incentives & grants
- Site selection assistance
- Regulatory & permitting assistance
- Policy & advocacy
- Other:

What additional economic development initiatives or resources would help support your company and business growth in these sectors?

Who do you see as our primary competition in attracting businesses to the region?

What factors will give Salina a competitive edge over these competing regions?

What challenges or threats do you see to growing your business and/or these target industries in Salina?

What is your vision for Salina's future in Agribusiness, Aerospace, and Distribution in the next 10 years?

What else should we consider as discussion points in shaping the economic future of Salina?



Prospect Table

This information is strictly CONFIDENTIAL. Discussion of this information outside of this meeting could jeopardize the progress of these pending projects.

Color Key: ACTIVE INACTIVE NEW OUT SUCCESS DELAYED DEFUNCT

Code #	Project Name	Client Source	Project Status	Contact Date	Milestone / Decision Date	Project Objective	Business Description	Jobs (New)	Average Salary	Investment	Niche	Acreage Required	Square Footage
21-10	Project Storage	Direct Contact	Active	7/29/2021	Battery Storage Regs - Commission Approval April 2025	Application Pending	Energy Storage 3-4 years Application to County 2025	3	Above Average	\$330M	Energy Storage	20-40 acres under option	NA
23-01	Project Houston	SAA	Announced	1/26/2022	Announced 2/3/25	Maintenance Hub	New Hub	6	\$25+/hr	?	MRO	Use 1 Vision for MRO	Use Existing Buildings
23-06	Project Blue Innovation	KDOC/JF	Active	11/30/2023	Project on hold until 2/1/2025	Establish CAM facility	Cathode Active Materials (CAM) Facility	486 jobs	Will be site dependent but will range from \$50,000 - \$60,000/yr	\$885 Million		Minimum 60 acres for initial phase and up to 100 acres to support the build-out of the plant	
23-08	Project 80	SAA/Realtor	Announced	12/14/2023	Announced 2/13/25	Last Mile of Distribution	Warehouse/Distribution	100	Starting with avg	?	Distribution	min. 20 acres	?
24-01	Project Diamond	KDOC/RJ	Active	RFI received 1/24/24	RFI submitted 2/1/2024	Supplier for battery manufacturers		By 2027: 1,000 direct + 200 indirect (highly skilled engineers)	?	Approximately \$1 billion		Minimum 150 acres; Highway access required; Railway direct access preferred	
24-02	Project Cheese Steak	Direct Contact	DELAYED	1/29/2024	Project still active 2/3/25	Aviation Composite Parts	Make composite material	?	\$17 per hour entry	?	Aviation	5-7 acres close to runways	75,000 SF
24-05	Project Ares	KDOC/BJ	Active	8/16/2024	submitted 9/6/24	Unmanned Aircraft Testing/Accelerator	Test Center	100-150	?	?	UAV's	access to 1000 acres	60,000 SF
24-06	Project Slab	Local Business Lead	Active	8/21/2024	submitted 8/26/24	Concrete Plant	Expand existing Wichita business to Salina	15	?	\$5M	Concrete	3-5 acres	production plant
24-07	Project Aviation 2024	KDOC/TZ-BJ	Active	11/15/2024	deadline 12/6/2024	Aviation Project	Unknown Aviation Project	?	?	?	?	10 acres adj to runway	?
24-08	Project Delany	KDOC/BJ	Active	12/27/2024	submittal 1/14/25	Life Science Project	Medication Mfg	800	\$120K avg	\$4 Billion	medicine	150-250 acres	1 Million SF
25-01	Project Viking	KDOC/JF	New	2/26/2025	submittal March	Forming/Injection Molding	New Production Facility	230 by 2027	\$60,480 avg	\$146 M	?	40 acres w/rail	260k SF to 510k SF

2025 Monthly Board Meeting Schedule

All meetings are at 9:30 AM at the Visit Salina – Salina Area Chamber of Commerce Annex @ 120 West Ash Street

Thursday	January	16
Thursday	February	27
Thursday	March	20
Thursday	April	17
Thursday	May	15
Thursday	June	19
Thursday	July	17
Thursday	August	21
Thursday	September	18
Thursday	October	16
Thursday	November	20
Thursday	December	18