

Executive Summary

Platte County Economic Development Council's – Real Estate Awareness
Tours – 2009 Evaluation Plan and Results



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Write Your Own Success Story

The following information is related to the Platte County Economic Development Council's evaluation of Real Estate Awareness tours for the year 2009.

For the past 20 years the Platte County Economic Development Council has, in some form, conducted community real estate awareness tours. These tours provide a forum for regional real estate professionals from the Kansas City metropolitan area to become familiar with the Platte County community and the real estate availabilities of the area. As such, this is the most significant marketing activity of the Platte County EDC, particularly when staff resources are included in the cost basis.

In 2009, for the first time, the Platte County EDC established a formal ROI evaluation protocol to analyze the real estate tours. Prior to 2009, the only evaluation tool was anecdotal "thank you" responses received from tour participants.

As shown in the following document, the awareness tours substantially exceeded many of the goals that were established.

For Level 1, reaction & planned action data, a goal was set to achieve a 4.0 out of 5.0 scale regarding a level of relevance & satisfaction in the tour and that 80% would recommend participation in a tour to a co-worker.

The tours produced a 4.82 for relevance & 4.44 on satisfaction and an 83% recommendation rate as reported in a post tour survey.

For Level 2, learning data, a goal of 80% correct responses was set for five True/False questions on each post tour survey.

The tours produced a 75% correct response rate as reported in a post tour survey.

For Level 3, application & implementation data, a goal of 80% was set for respondents to state that they had used the information provided at the tour over the last three months, that 80% had accessed services from staff during that time and that 80% had accessed the Platte County EDC website.

A 3 month post tour electronic survey showed that 87% had used the information from the tour, 43% had accessed the services of the Platte County EDC staff and 58% had accessed information from the Platte County EDC website.

For Level 4, business impact data, a goal of a 10% increase in satisfaction was planned as well as anticipation that information obtained by the real estate community would save time and lead to new real estate transactions.

A 6 month post tour electronic survey showed that satisfaction with the services of the Platte County EDC had increased by 45%. Additionally, respondents stated that 40.5 hours were saved at a combined value savings of \$3,038.63. There were 3 deals that were attributed to attendance on the tours. The direct benefit derived from the Platte County EDC impact was found to be \$634,674. Total combined benefit was \$637,703.

For Level 5, return on investment data, a ROI of 25% was anticipated.

Data was developed from information collected in the 6 month post tour survey that showed that the fully loaded cost of the tours was \$24,275. The ROI for the 2009 real estate awareness tours was calculated to be 2,527% with a BCR 26:1.

Two challenges were outlined in the other influences/challenges section of the ROI Analysis Plan. Those two challenges were with regards to a possible issue of staff buy in to the ROI protocol & the lack of management control over the real estate professionals that were to be the respondents of the three surveys.

With regards to staff, formal training in the ROI protocol was presented. The staff was responsible for emailing the 3 & 6 month survey to the individual tour attendees. During the survey period of two weeks, the staff would email a reminder to the attendees one week into the survey period. The executive director designed the survey instruments and made the subsequent analysis of the data. Buy in of the staff was sealed when results of first tour were presented to the board of directors. The report was great and reflected well on the staff. Therefore, they liked it. The only challenge that needs future consideration was the development of true/false level 2 questions. The questions were developed by staff, since they knew what information was to be reviewed during the tour. This was a challenge for staff to write good questions. Additionally, in reviewing the survey documents, there were respondents that did not take this part of the survey serious. There were surveys that answered all true/false or did not answer. In the end analysis, a no response was posted as an incorrect answer.

An additional challenge captured in the lack of direct control of respondents was the worry of response rates. As expected, response rates did go down as time went on. The overall response rate for the post tour survey was 98%. The response rate for the 3 month survey was 54%. And the 6 month survey had a 28% response rate. A \$5 Starbucks gift card incentive was included in the 6 month survey. It is believed that one of the issues with the lower response rate is that attendees opened the survey, saw that the questions revolved around completed deals. Since they had not completed any deals in Platte County, they

did not then complete the survey. In the future, additional instruction is needed to ask attendees to complete this survey even though they have not completed a real estate transaction in Platte County over the previous six months.

An unanticipated challenge was with the residential market tour. The Platte County EDC works through a residential real estate center that recruits attendees for this tour. Therefore, staff does not have direct contact with the attendees of the tour. Unfortunately, this meant that the staff did not get email access to conduct the 3 & 6 month follow up survey for this tour. Therefore, data from the residential tour is missing with regards to level, 3, 4 & 5 data. However, the post tour survey, which captured level 1 & 2 data are included in final results presented in this report.

In the end, the ROI for these tours were found to be quite high. In fact the ROI of 2,527% was so high that it was incomprehensible for members of the board of directors to grasp. It was found that using the BCR of 26:1 was easier for leadership to understand. There were 3 real estate transactions that were reported to have occurred as a result of these tours (one for each of the three tours that had this level of data). Given the economical cost structure of this activity, there is not a need for a substantial amount of real estate transactions to occur to have a satisfactory ROI. One is left to wonder, what would the ROI numbers of these tours have been had we asked these questions in previous years when we were in a good real estate economy?

The results of this evaluation activity was reported to the board of directors of the organization as well as published in Platte County EDC's 2009 annual report.

Project Plan

Platte County Economic Development Council's – Real Estate Awareness
Tour



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Write Your Own Success Story

Description of Project - The Platte County Economic Development Council (PCEDC) conducts as a prime community marketing activity real estate awareness tours for the Kansas City area real estate community. Over the years, the organization has developed a data base of real estate professionals in the Kansas City area. That database is segmented into the real estate focus of those professionals, i.e. office, industrial, retail & residential. The awareness tours focus in these areas of specialty. In 2009, tours were to be conducted for residential, retail, office and industrial specialties. The tour begins with an overall presentation of the community and a “what’s happening” in the various real estate areas. A tour booklet that includes information on the community as well as the real estate opportunities is presented as a reference and guide for the rest of the event. Then a two hour bus tour is conducted to show the real estate professionals the areas of opportunity for their interest in Platte County. The event concludes with a complementary lunch and opportunity to golf at a private golf course in Platte County. This is a hosted event conducted at no cost to the attendees. The program costs are underwritten by program sponsors that are recruited each year to support this activity. In 2008, we hosted five tours that had a total of 100 participants (the tour bus has a capacity of 23).

The data that is expected to come from this evaluation will help the organization answer five questions.

1. The value added to the knowledge of the local real estate community regarding real estate opportunities. Was it worth their time and was the information relevant?
2. Did the real estate professional learn anything new about Platte County?
3. Is the information provided in these tours used by the local real estate community as they work on projects that have applicability to Platte County?
4. Have participants used this information to actually do a real estate project in Platte County?
5. What is the annual return on investment (ROI) of conducting these tours?

The Data Collection Plan - It was felt that the best way to collect data was through the use of questionnaires. The initial feedback questionnaire would focus on level 1 reaction and level 2 learning. The level 1 questions would be on a 5 point satisfaction scale. The level 2 questions would be a quick 5 question true/false test regarding information presented on the tour. We intend to explain our purpose of the evaluation plan and ask for their help. In order to get a good return on this initial questionnaire, we will have them complete the questionnaire before exiting the bus at the end of the tour. We will also inform them that we will be sending them two additional follow up questionnaires 3 and 6 months after the tour. These follow up questionnaires will be very short but will be important to gauge application (level 3) and business impact (level 4). In addition, we will offer to share the information that comes from this evaluation plan. It is felt that it is important to do the follow up questionnaire 3 months after the tour to see if participants are accessing the information provided to them on the tour. In addition, it is thought to be necessary to

give 6 months for the business impact 2nd follow up questionnaire. While more time consuming for staff and participants, it is felt that the “incubation” process of a real estate project can be on a longer timeline than the 3 month questionnaire would give to gather this important level 4, business impact information.

ROI Analysis Plan - The ROI plan focused on the two measures of level 4 information, participant customer satisfaction and the utilization of information to successfully complete a real estate transaction in Platte County.

Method of isolation. It was felt that the best avenue to proceed for both data items would be through participant estimates. Other methods, such as control groups, trend line analysis and forecasting did not seem get at the issue adequately. Since we will be asking for the participant perspective on other items, their perspective on isolating the impact of our tour is natural. The challenge that will need to be addressed is to make sure the directions on how to proceed through the isolation and error adjustment processes are simple and easy to understand. We will test these instructions with a small sample of real estate professionals that have participated with us in the past.

Methods of converting data to monetary values. The data conversion will be obtained directly from the tour participants. With regards to the data conversion on the customer satisfaction objective, it is anticipated that we will use participant estimates as it relates to the value of their time. It is anticipated that participants that attend this tour will save time in researching opportunities for real estate developments in Platte County. We will ask the participants to put a monetary value on that time, and then we will discount that number by their level confidence in their information. With regards to the conversion of the other data item (Successful real estate project), we will ask the participants to provide us with the standard value, capital investment in the real estate project and amount of payroll that will be generated by the jobs associated with the project. It is this collection of data that is the core of the determination of the benefit to the Platte County Community.

Costs. There are six cost categories that have been identified for the purposes of this plan. Staff salaries & benefits, participant salaries & benefits, meals and other food costs, transportation costs, program material and supplies cost, and evaluation costs. In 2008, a -23% ROI was achieved ($\$10,900 \text{ Program revenue} - \$14,188 \text{ program costs} \div \$14,188 \text{ program costs} \times 100 = -23\%$). With the expected more robust nature of this evaluation program, our goal will be to reverse that negative 23% to a positive ROI of 25% in 2009.

Other issues. There are two anticipated intangible benefits identified that relate to the anticipated increase in image of the PCEDC to the real estate participants. Six groups have been targeted for communication. In addition, it is anticipated that there will be two challenges/barriers to the implementation of this evaluation program. One is internal with the PCEDC staff. Strong implementation training will be necessary to make sure the staff is comfortable with this protocol. The second challenge rests with the fact that the participants of this program are outside PCEDC management control. The participants are independent professionals that are volunteering to come to our event. We will need to be holistic in our communications with these professionals about the our need for this evaluation as well as being very clear about our expectations of them during and after their participation in our real estate tour.

DATA COLLECTION PLAN

Program: Real Estate Awareness Tours Responsibility: Pete Fullerton Date: 12/02/08

Level	Objective(s)	Measures/Data	Data Collection Method	Data Sources	Timing	Responsibilities
1	Reaction/Satisfaction <ul style="list-style-type: none"> At the end of awareness tour, the participant will perceive that the tour is relevant to their job. At the end of awareness tour, the participant will be satisfied with the quality of information presented on the tour. At the end of the awareness tour, the participant will recommend attendance to future tours by their co-workers. 	<ul style="list-style-type: none"> 5-point scale rating: Target 4 for each objective 	<ul style="list-style-type: none"> Feedback Questionnaire 	<ul style="list-style-type: none"> Participants 	<ul style="list-style-type: none"> End of Tour 	<ul style="list-style-type: none"> PCEDC Marketing Staff
2	Learning <ul style="list-style-type: none"> Participants will demonstrate an understanding of the information that is presented on the tour 	<ul style="list-style-type: none"> Answer 5 true/false questions: Target 4 answered correctly 	<ul style="list-style-type: none"> Test via End of Tour Questionnaire 	<ul style="list-style-type: none"> Participants 	<ul style="list-style-type: none"> End of Tour 	<ul style="list-style-type: none"> PCEDC Marketing Staff

3	Application/Implementation <ul style="list-style-type: none"> Participants will use the information provided at the real estate tour. Participants will access services from the staff of the Platte County EDC. Participants will access additional information from the Platte County EDC web site. 	<ul style="list-style-type: none"> 80% of participants will have responded positively to each of the objectives as they research real estate opportunities in Platte County. 	<ul style="list-style-type: none"> Follow up Questionnaire 	<ul style="list-style-type: none"> Participants 	<ul style="list-style-type: none"> 3 months after tour 	<ul style="list-style-type: none"> PCEDC Marketing Staff
4	Business Impact <ol style="list-style-type: none"> Participants will have an improved customer satisfaction with the services of the Platte County EDC Participants will use the information to successfully complete a real estate project in Platte County. 	<ol style="list-style-type: none"> Participants will increase their level of customer satisfaction by 10% as indicated by customer survey taken 6 months after tour. After participant indicates that they have successfully completed a real estate project in Platte County, they will be asked to describe the project and provide information about the value of the deal. 	<ul style="list-style-type: none"> 2nd Follow Up Questionnaire 	<ul style="list-style-type: none"> Participants 	<ul style="list-style-type: none"> 6 months after tour 	<ul style="list-style-type: none"> PCEDC Marketing Staff
5	ROI Achieve a 25% ROI	Comments: _____ _____ _____				

ROI ANALYSIS PLAN

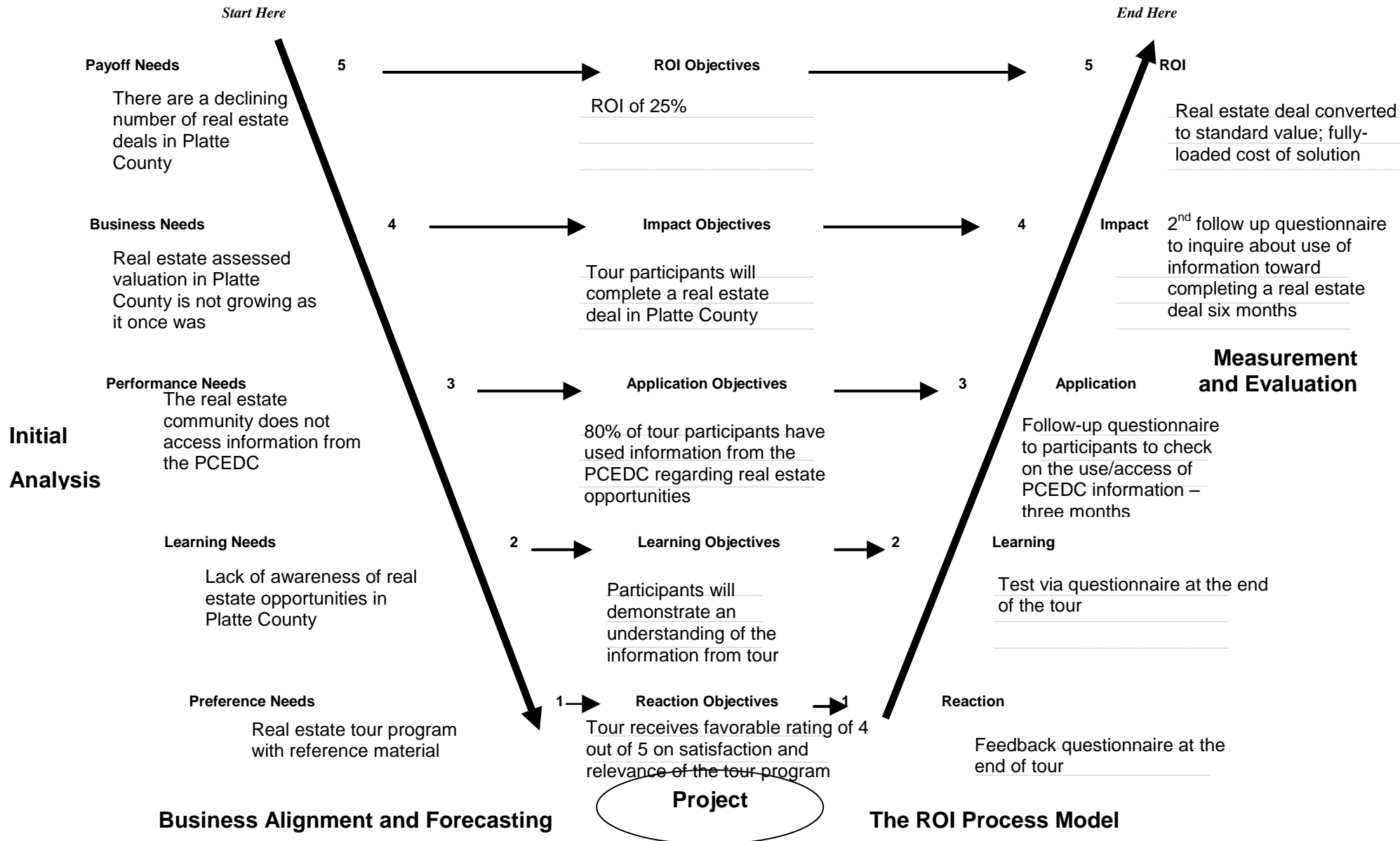
Program: Real Estate Awareness Tours Responsibility: Pete Fullerton Date: 12/02/08

Data Items (Usually Level 4)	Methods for Isolating the Effects of the Program/ Process	Methods of Converting Data to Monetary Values	Cost Categories	Intangible Benefits	Communication Targets for Final Report	Other Influences/ Issues During Application	Comments
<ul style="list-style-type: none"> Participant customer satisfaction 	<ul style="list-style-type: none"> Participant estimates 	<ul style="list-style-type: none"> Participant estimates (Value of their time and time savings of learning acquired by attending the tour) 	<ul style="list-style-type: none"> Staff salaries & benefits Participant salaries & benefits Meals and other food costs Transportation costs 	<ul style="list-style-type: none"> Increase image of the PCEDC as a state of the art economic development agency Increased image of the PCEDC as a credible partner to the real estate community 	<ul style="list-style-type: none"> Executive director and staff Marketing Action Team (Volunteer Committee) Officers & Board of Directors of the PCEDC Sponsors of the real estate awareness tours General private sector investor of the PCEDC Public sector investor of the PCEDC 	<ul style="list-style-type: none"> Because the real estate participants are outside the management control of the PCEDC, extra effort will need to be exerted to encourage participation in the evaluation process of the real estate tours. This would be considered an anticipated barrier to the evaluation process An additional anticipated barrier to 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> Participant uses information from tour to successfully conclude a real estate transaction in Platte County 	<ul style="list-style-type: none"> Participant estimates 	<ul style="list-style-type: none"> Standard value (Project investment, & Payroll of new jobs created) 	<ul style="list-style-type: none"> Program material and supplies costs Evaluation costs 				

[illegible]

The Alignment Process

PCEDC Real Estate Awareness Tour Project Plan



2009 Survey Documents

Platte County Economic Development Council's – Real Estate Awareness
Tour



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Write Your Own Success Story

Survey #1: Post Event Survey (True/False Questions were changed based upon real estate topic of tour)

Platte County Economic Development Council

Real Estate Tour Evaluation

Retail Tour – May 6, 2009

Thank you for attending our tour today. This year the Platte County EDC is undertaking a new planning and evaluation protocol for our important outreach activities. One of those important events is our real estate awareness tours of Platte County.

We ask your assistance in helping us to continue to add value to you and your efforts in the real estate marketplace. We are asking that before you leave the bus today you participate in this survey. It is meant to gauge three items, your reaction/satisfaction with the tour, the relevancy of the information presented to you and what, if anything did you learn about real estate in Platte County.

As a matter of course, you will also receive additional surveys three months from now and six months from now to see if you have been able to apply the information or use other information from the PCEDC to make real estate deals in Platte County. Those surveys will be in electronic format and will be designed to be completed as quickly as possible.

We value your time today as well as in the future as we ask for your input on our program. Through your help will be able to conduct tours that assist you in making deals in our community.

- 1) Have you attended one of the Platte County EDC tours in the past? ____ no ____yes
If so, how many? ____
- 2) How relevant to your job did you find the tour?
____ Very irrelevant ____ irrelevant ____ neither ____ relevant ____ very relevant
- 3) How satisfied are you with the quality of the information presented to you today?
____ Very dissatisfied ____ dissatisfied ____ neither ____ satisfied ____ very satisfied
- 4) Would you attend another PCEDC tour? ____no ____yes
Would you recommend your co-workers to attend one of the PCEDC tours? ____no ____yes

- 5) Many economic development organizations organize awareness tours. How does this tour rate with those other events?
_____Much worse _____worse _____same _____better than most_____the best

Ok, now we want to see what you have learned...develop 5 true/false questions...easy ones

- | | |
|---|------------|
| 1) In spite of the economic downturn retail sales have been growing in Platte County. | True/False |
| 2) Tiffany Springs MarketCenter opened in August 2008 50% leased. | True/False |
| 3) The KCI TIF began with Zona Rosa. | True/False |
| 4) Zona Rosa's Phase II opened with Macy's as an anchor. | True/False |
| 5) Parkville Commons has 250,000SF of retail space. | True/False |

Survey #2: 3 Month Post Event Survey (Sent electronically to tour participants. Survey Tabulated using *SurveyMethods, Inc.* Web Based Software)

- 1) Have you used the information provided to you by the Platte County EDC at the recent real estate tour for the purpose of analyzing real estate opportunities?
- 2) In the last three months since the tour, have you accessed the services of the Platte County EDC staff?
- 3) In the last three months, have you accessed information from the Platte County EDC website, www.plattecountyedc.com?

Survey #3: 6 Month Post Event Survey (Sent electronically to tour participants. Survey Tabulated using *SurveyMethods, Inc.* Web Based Software)

- 1) Through your attendance of a 2009 Platte County Economic Development Council Real Estate Tour, and subsequent communications over the last six months, has your level of satisfaction with the services of the Platte County EDC: Decreased, Stayed the Same, Increased?
- 2) Has the information provided to you by the Platte County EDC, through our Real Estate Tour, saved you time as you research real estate opportunities in Platte County? (If no, please skip to question #6)
- 3) If you answered yes to question #2, approximately how much time, in hours, have you saved over the last six months?
- 4) In percentage points, from 0% to 100%, what is your level of confidence that the information provided by the Platte County EDC is directly related to this reported time savings?
- 5) What is the value of your time per hour? (Please be assured that only aggregate data will be used for analysis and reporting, your name will be kept confidential)
- 6) Have you used the information given to you by the Platte County EDC to close a real estate transaction in Platte County over the last six months since our tour? (If no, please skip to question #10)
- 7) If so, was this transaction a new location for Platte County, a renewal, or an expansion location transaction?
- 8) What is the value of this real estate transaction? Please report the location of the project, the purchase price or total lease price, total project investment, jobs created, payroll, etc. (We are trying to get a feel of the dollar impact of our tours toward the completion of real estate transactions so please explain, as much as possible, this transaction amount for our analysis.
- 9) In percentage points, from 0% to 100%, what is your level of confidence that the information provided by the Platte County EDC is directly related to this real estate transaction?
- 10) As a thank you for your participation, we would like to send you a \$5 Starbucks gift card, please fill in your contact information so that we may send it to you.

2009 Combined Tour Results

Platte County Economic Development Council's – Real Estate Awareness
Tour



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Write Your Own Success Story

Level 1 & Level 2 information gathered through post tour survey

All 2009 Tours – 71 Attendees – 69 completed surveys (98% response rate)

	How Relevant was the Tour?	How Satisfied were you with the Information provided at the Tour?	How would you rate this tour with others given by ED Organizations ?
Goal	4.00	4.00	4.00
Mean	4.82	4.44	4.14

Is the information relevant to your job? (Goal 80%)

	Frequency	Percent
Valid Y	69	100.0

Would you recommend this tour to a co-worker? (Goal 80%)

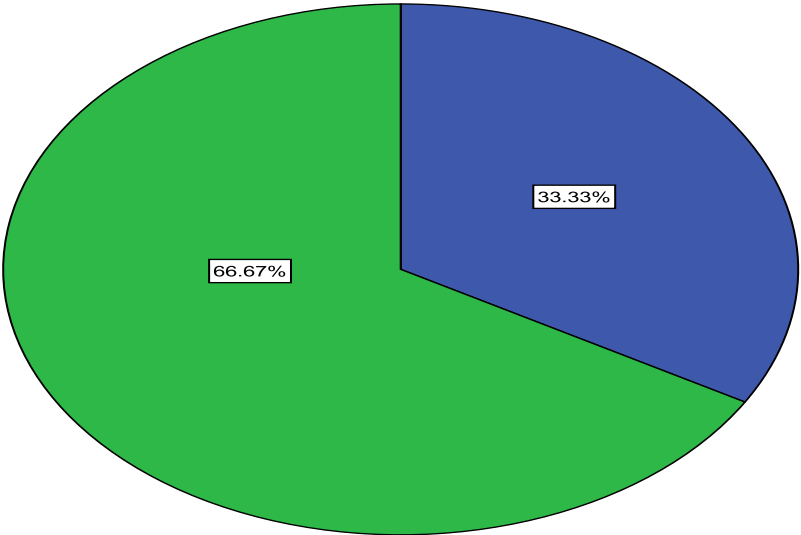
	Frequency	Percent
Missing	12	17.4
Y	57	82.6
Total	69	100.0

Learning evaluation questions.

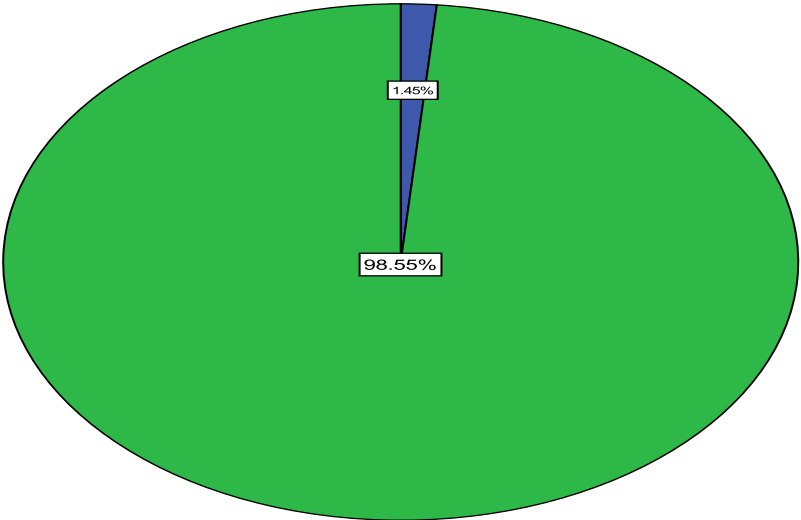
All 2009 Tours - 75.2% correct (80% goal)

Other Data Collected -

Attend Past Tour



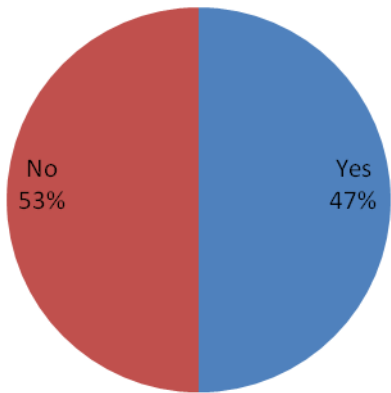
Would Attend Another Tour



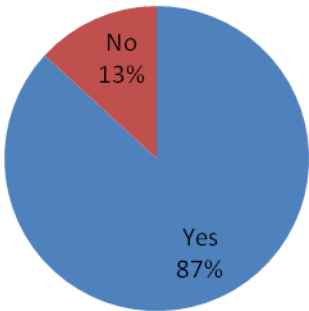
Level 3 Information – Collected from a 3 month after tour follow up electronic survey

All 2009 Tours - 71 Attendees – 38 Respondents (54% response rate)

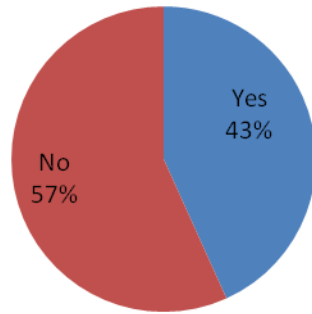
Response Rate for the 3 Month Survey



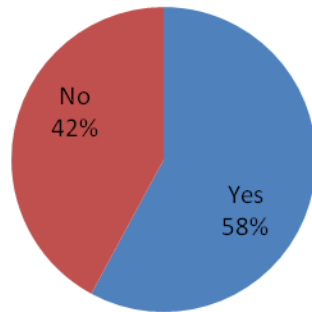
Have you used the information provided to you by the Platte County EDC at the recent real estate tour?



In the past three months since our tour, have you accessed the services of the Platte County EDC staff?



In the past three months, have you accessed information from the Platte County EDC website, www.plattecountyedc.com?



Level 4 & 5 Information – Collected from a 6 month after tour follow up electronic survey

All 2009 Tours - 71 Attendees – 20 Respondents (28% response rate)

Question: Through your attendance of a 2009 Platte County Economic Development Council real estate tour, and subsequent communications over the last six months, has your level of satisfaction with the services of the Platte County EDC

Decreased	-	0
Stayed the Same	-	11
Increased	-	9

Goal of 10% Increase in Satisfaction – Survey = 45%

For breakdown of the conversion of data to monetary values, see individual tour result pages.

Total Hours Saved: 40.5 = Value of \$3,028.63 - Deals Completed: 3 = Total Value of \$747,347
– Contributed value of the EDC’s Information as estimated by tour participants \$634,674

Total Value of EDC driven benefits = \$637,703

Total Value of Fully Ledged Costs = \$24,275.45

2009 ROI of Real Estate Tours = 2,527%. BCR 26:1

2009 Individual Tour Results

Platte County Economic Development Council's – Real Estate Awareness
Tour



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Write Your Own Success Story

Level 1 & Level 2 information gathered through post tour survey – May 2009

Tour #1, Retail – 18 Attendees – 17 completed surveys (94% response rate)

	How Relevant was the Tour?	How Satisfied were you with the Information provided on the Tour?	How would you rate this Tour with others given by ED Organizations ?
Goal	4.00	4.00	4.00
Mean	4.82	4.35	4.13

Is the information relevant to your job? (Goal 80%)

	Frequency	Percent
Valid Y	17	100.0

Would you recommend this tour to a co-worker? (Goal 80%)

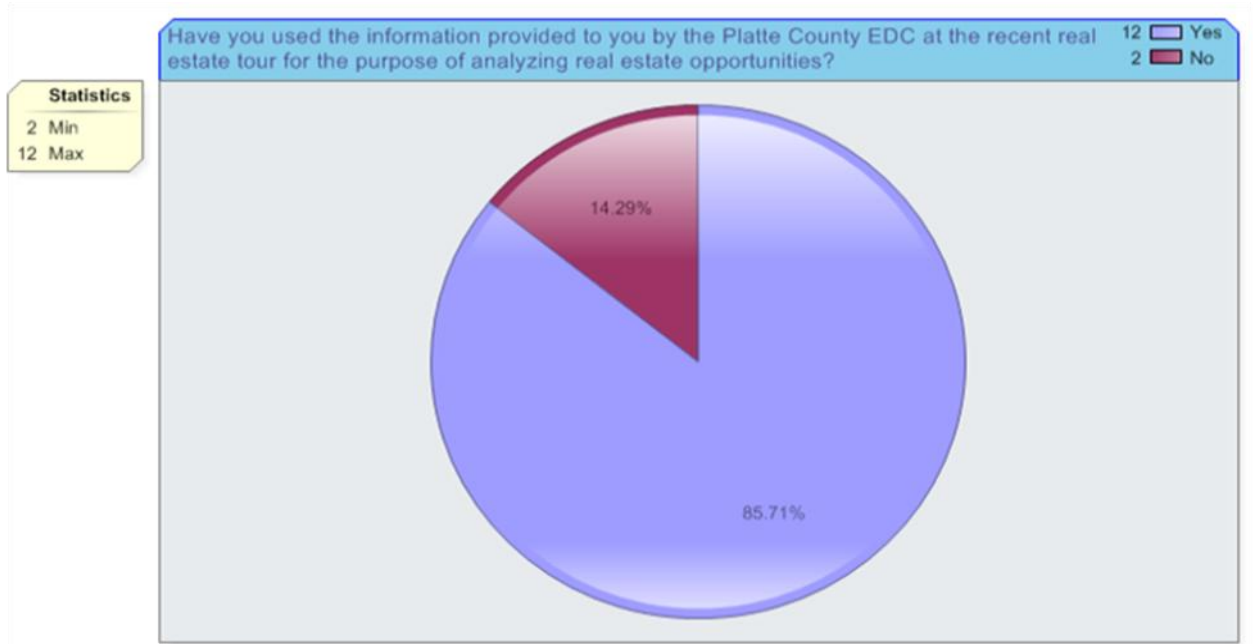
	Frequency	Percent
Missing	4	23.5
Y	13	76.5
Total	17	100.0

Learning evaluation questions.

Tour #1, Retail - 81.2% correct (80% goal)

Level 3 Information – Collected from a 3 month after tour follow up electronic survey – August 2009

Tour #1, Retail - 18 Attendees – 14 Respondents (78% response rate)



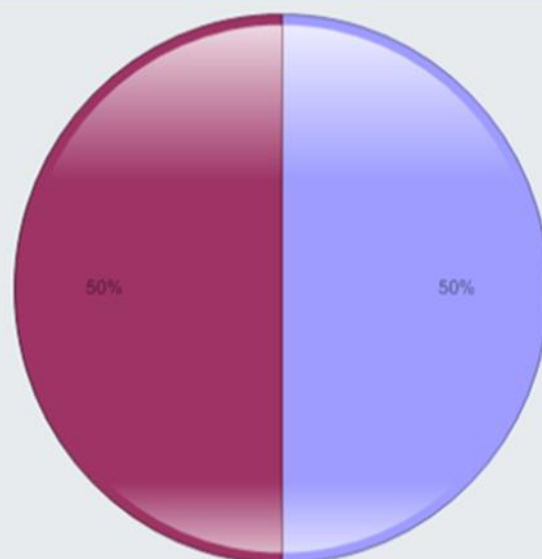
In the last three months since our tour, have you accessed the services of the Platte County EDC staff?

7 ☐ Yes
7 ☐ No

Statistics

7 Min

7 Max



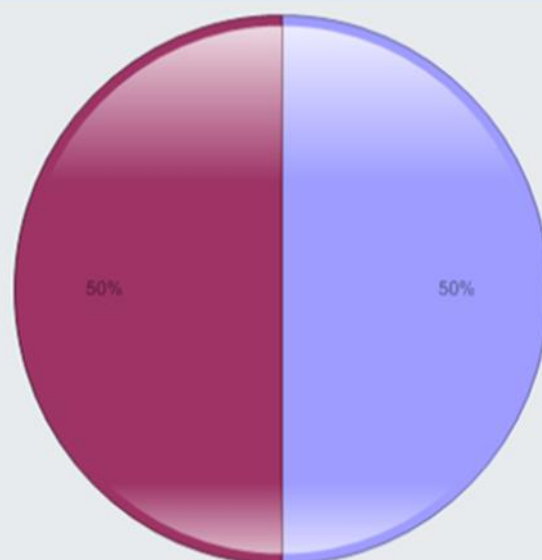
In the last three months, have you accessed information from the Platte County EDC website, www.plattecountyedc.com?

7 ☐ Yes
7 ☐ No

Statistics

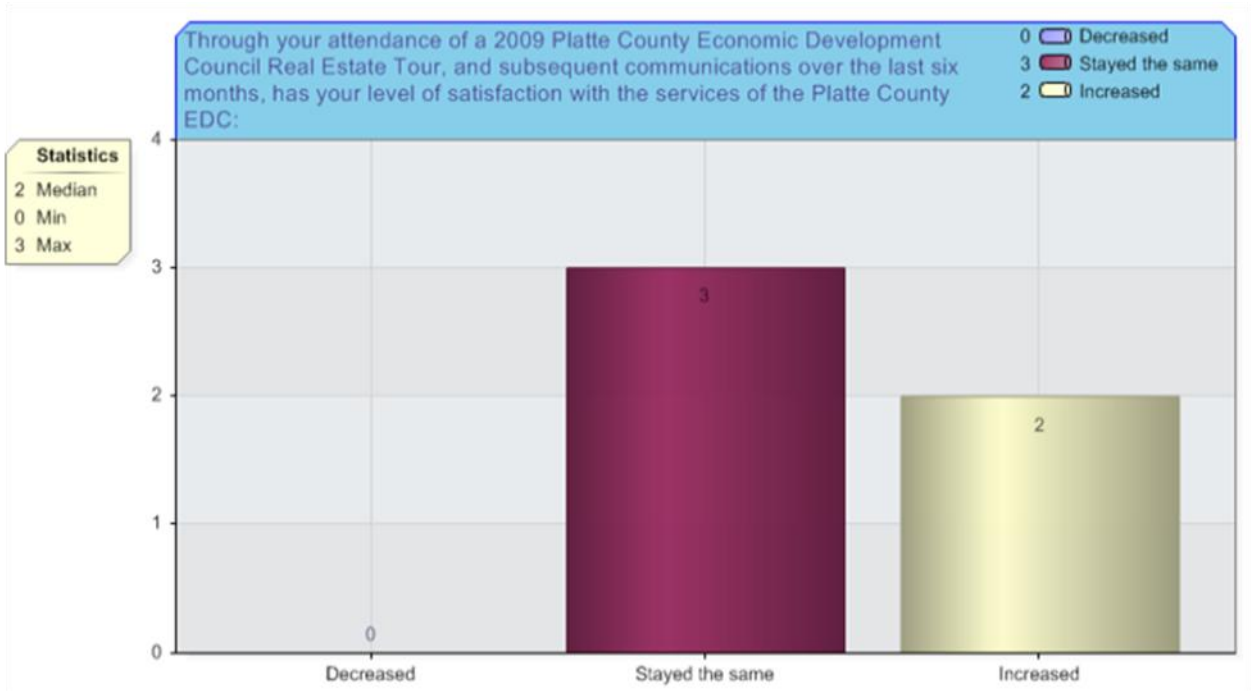
7 Min

7 Max

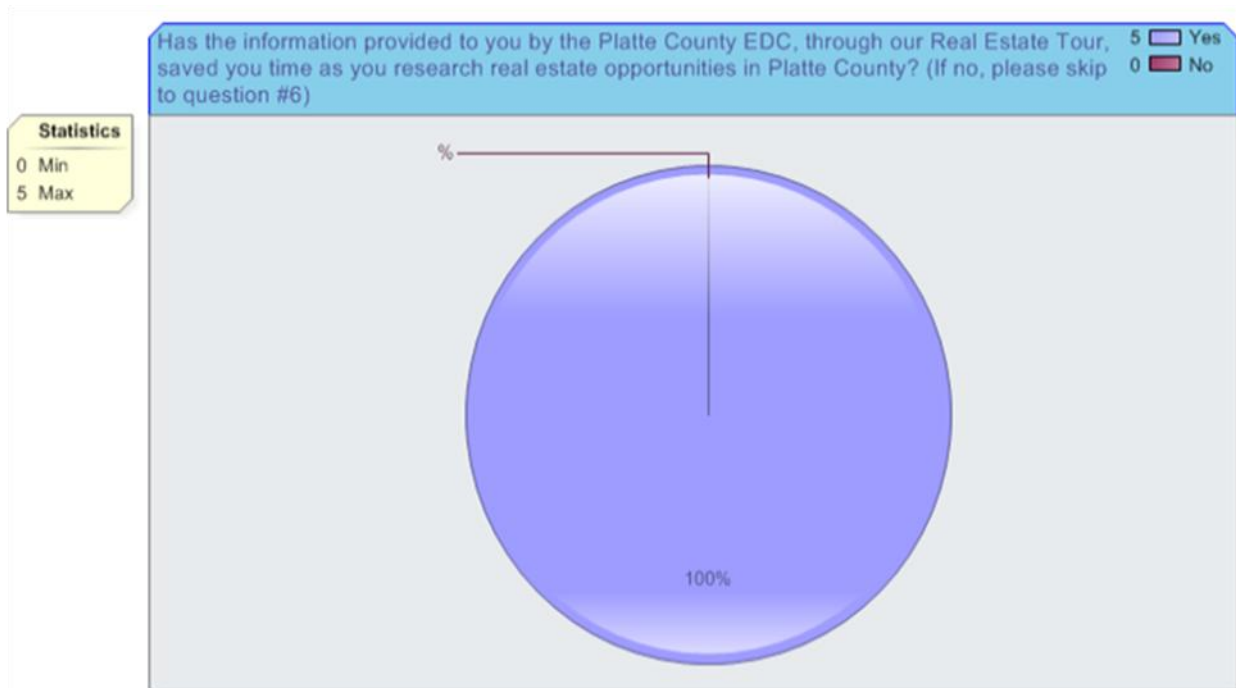


Level 4 & 5 Information – Collected from a 6 month after tour follow up electronic survey – November 2009

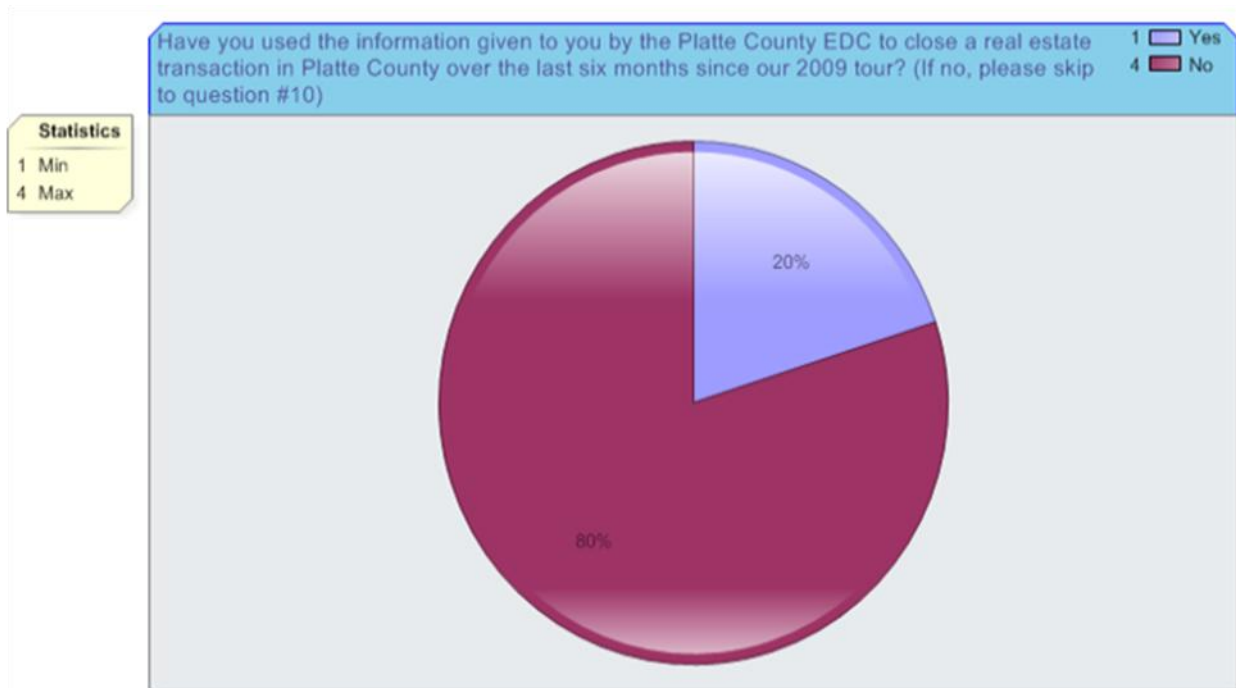
Tour #1, Retail - 18 Attendees – 5 Respondents (28% response rate)



Goal of 10% increase in Satisfaction – Survey = 40%



Participant	Impact	Per Hour Value	Subtotal	Confidence Level	Total Monetary Benefit
1	2.5 hours	\$0	\$0.00	80%	\$0.00
2	1.5 hours	\$250	\$375.00	100%	\$375.00
3	2 hours	\$500	\$1,000.00	100%	\$1,000.00
4	12.5 hours	\$75	\$937.50	95%	\$890.63
Total	18.5 hours	\$51.25/Avg.			\$2,265.63



Participant	Impact	Confidence Level	Total Monetary Benefit
1	\$450,000	75%	\$337,500

Project was a new location

Cost Identification:

Staff salaries & benefits	-	\$1,242.50
Participant salaries & benefits	-	\$3,690
Meals and other food costs	-	\$607.68
Program material & Transport cost	-	\$544.60
Evaluation costs	-	<u>\$288.35</u>
Total Costs	-	\$6,373.13

ROI Calculation: Net program benefits/program costs x 100

$$(\$339,765.63 - \$6,373.13)/\$6,373.13 \times 100 = \mathbf{5,231\% \text{ ROI}}$$

BCR 53:1

Level 1 & Level 2 information gathered through post tour survey – July 2009

Tour #2, Office – 11 Attendees – 11 completed surveys (100% response rate)

	How Relevant was the Tour?	How Satisfied were you with the Information provided on the Tour?	How would you rate this Tour with others given by ED Organizations ?
Goal	4.00	4.00	4.00
Mean	4.91	4.46	4.00

Is the information relevant to your job? (Goal 80%)

	Frequency	Percent
Valid Y	11	100.0

Would you recommend this tour to a co-worker? (Goal 80%)

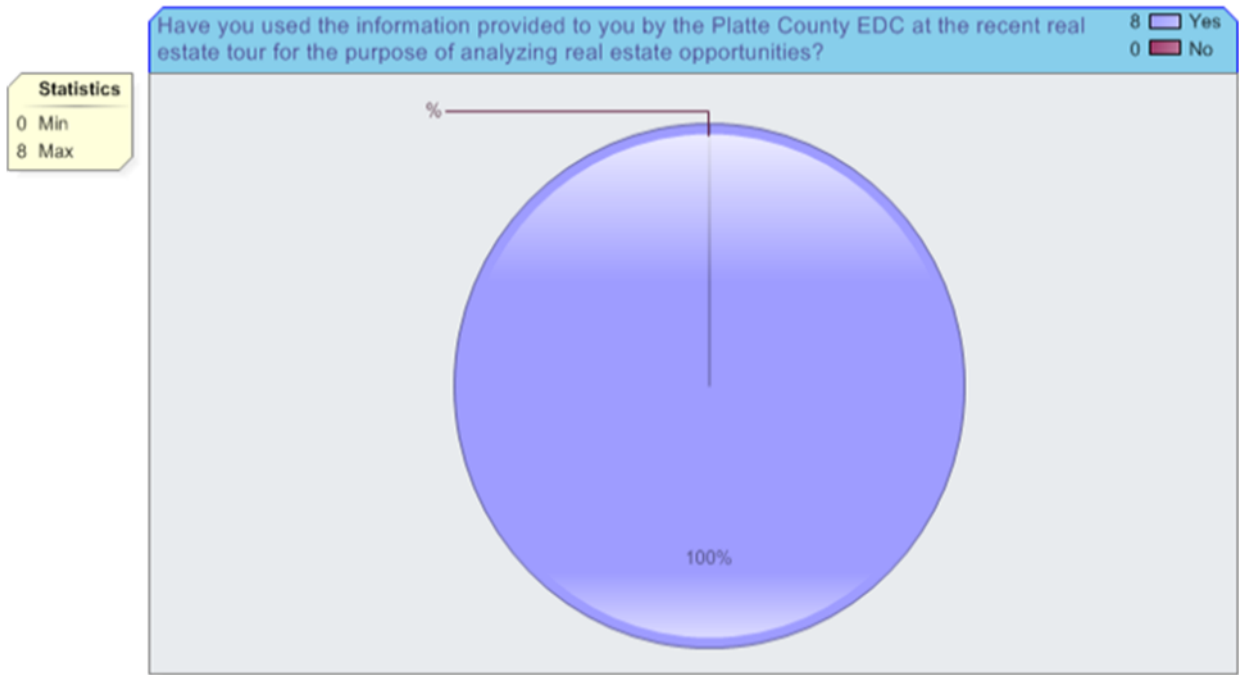
	Frequency	Percent
Missing	2	18.2
Y	9	81.8
Total	11	100.0

Learning evaluation questions.

Tour #2, Office - 67.3% correct (80% goal)

Level 3 Information – Collected from a 3 month after tour follow up electronic survey – October 2009

Tour #2, Office - 11 Attendees – 8 Respondents (73% response rate)

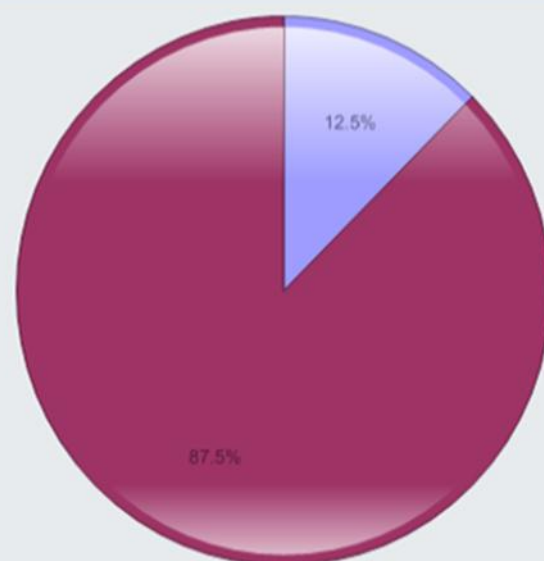


In the last three months since our tour, have you accessed the services of the Platte County EDC staff?

1 Yes
7 No

Statistics

1 Min
7 Max

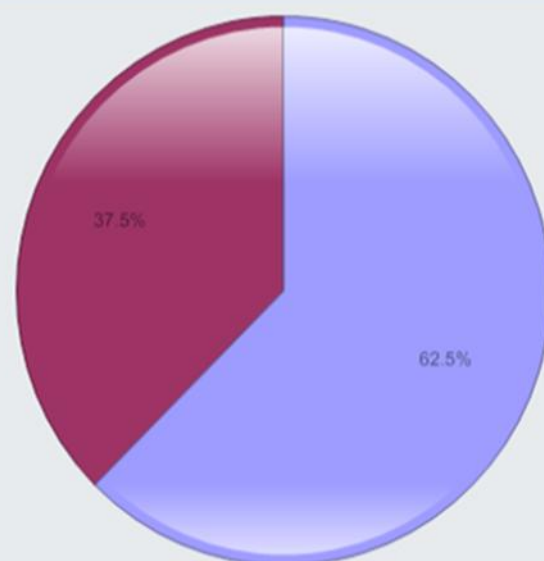


In the last three months, have you accessed information from the Platte County EDC website, www.plattecountyedc.com?

5 Yes
3 No

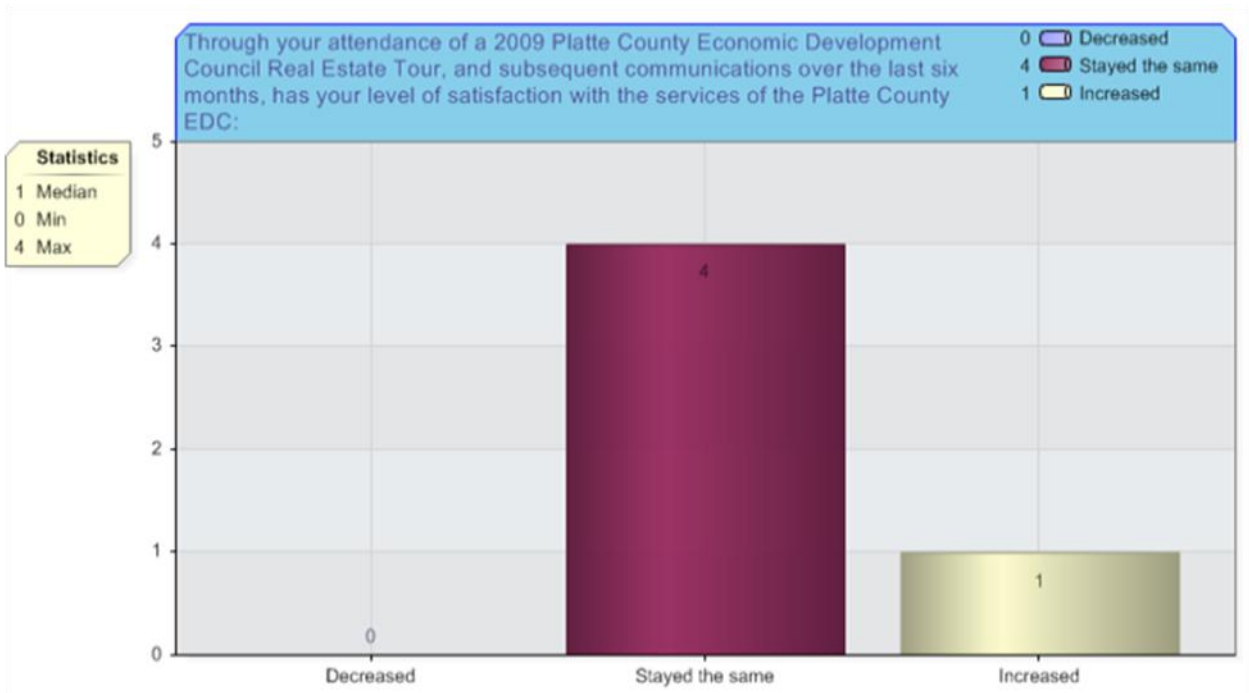
Statistics

3 Min
5 Max

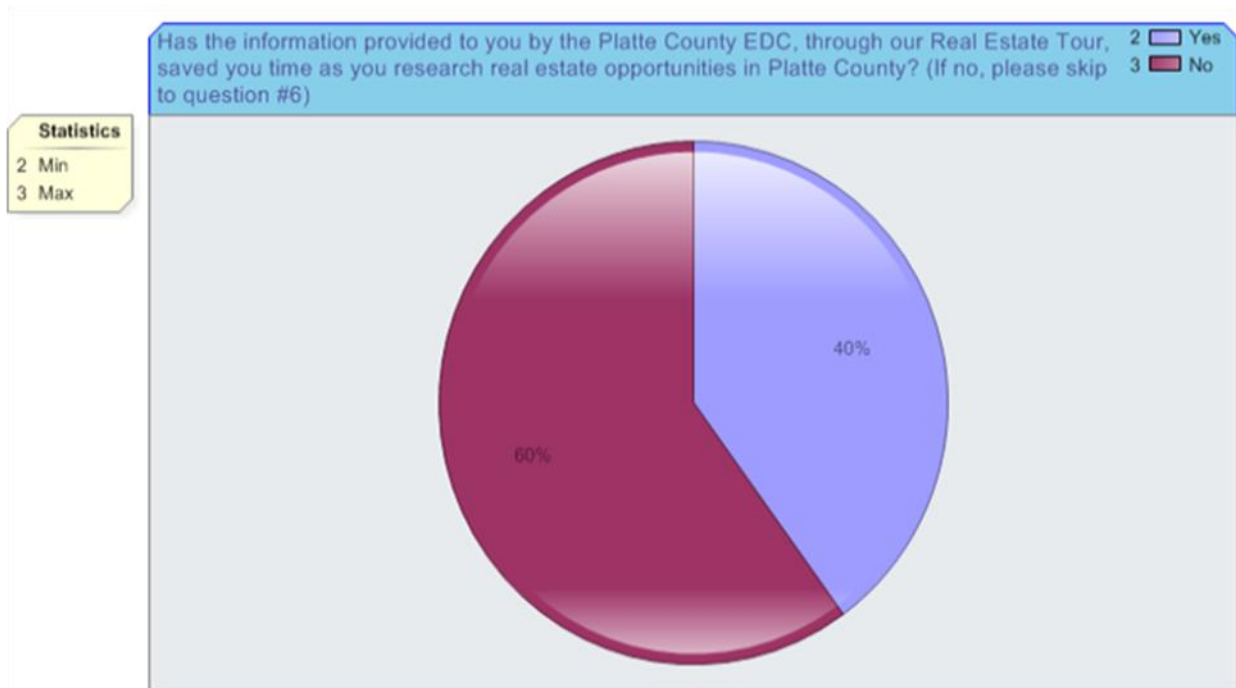


Level 4 & 5 Information – Collected from a 6 month after tour follow up electronic survey – January 2010

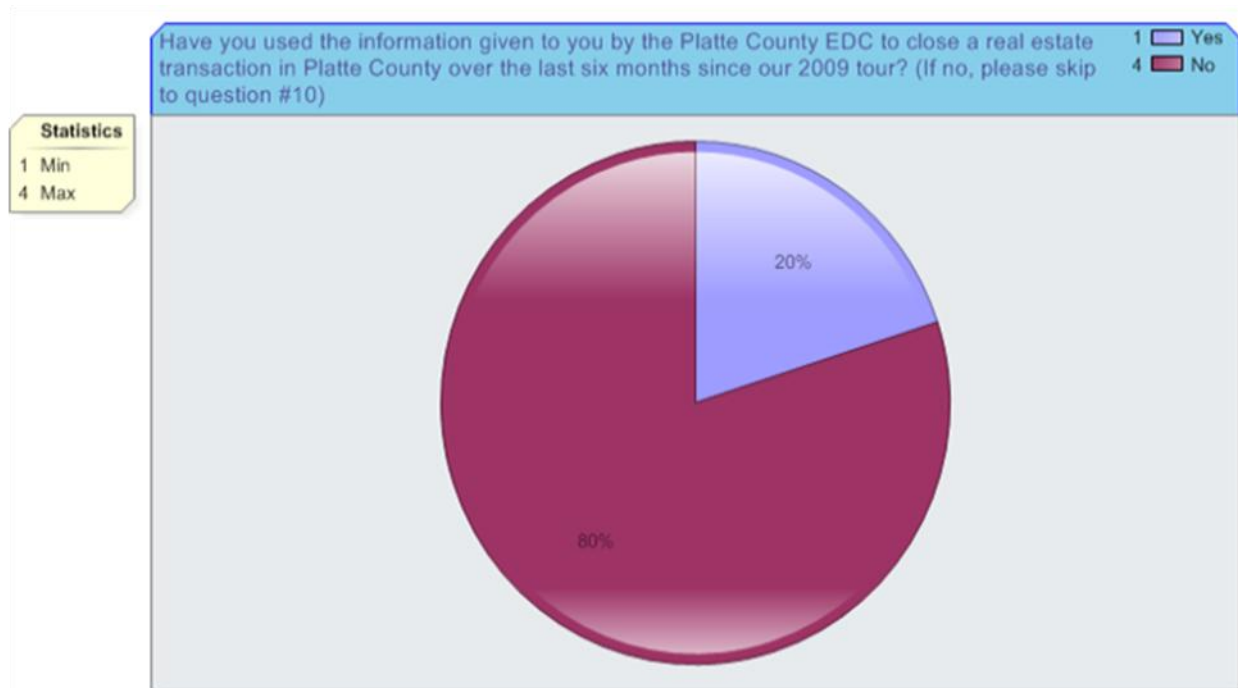
Tour #2, Office - 11 Attendees – 5 Respondents (46% response rate)



Goal of 10% increase in Satisfaction – Survey = 20%



Participant	Impact	Per Hour Value	Subtotal	Confidence Level	Total Monetary Benefit
1	2 hours	\$80	\$160.00	80%	\$128.00
2	1 hours	\$50	\$50.00	70%	\$35.00
3	2 hours	\$100	\$200.00	75%	\$150.00
Total	5 hours	\$76.67/Avg.			\$313.00



Participant	Impact	Confidence Level	Total Monetary Benefit
1	\$330,000	50%	\$165,000

Project was an expansion.

Cost Identification:

Staff salaries & benefits	-	\$1,242.50
Participant salaries & benefits	-	\$3,373.58
Meals and other food costs	-	\$371.36
Program material & Transport cost	-	\$544.60
Evaluation costs	-	<u>\$293.35</u>
Total Costs		\$5,825.39

ROI Calculation: Net program benefits/program costs x 100

$$(\$165,313 - \$5,825.39) / \$5,825.39 \times 100 = \mathbf{2,738\% \text{ ROI}}$$

BCR 28:1

Level 1 & Level 2 information gathered through post tour survey – August 2009

Tour #3, Industrial – 23 Attendees – 22 completed surveys (96% response rate)

	How Relevant was the Tour?	How Satisfied were you with the Information provided at the Tour?	How would you rate this Tour with others given by ED Organizations ?
Goal	4.00	4.00	4.00
Mean	4.76	4.32	3.95

Is the information relevant to your job? (Goal 80%)

	Frequency	Percent
Valid Y	22	100.0

Would you recommend this tour to a co-worker? (Goal 80%)

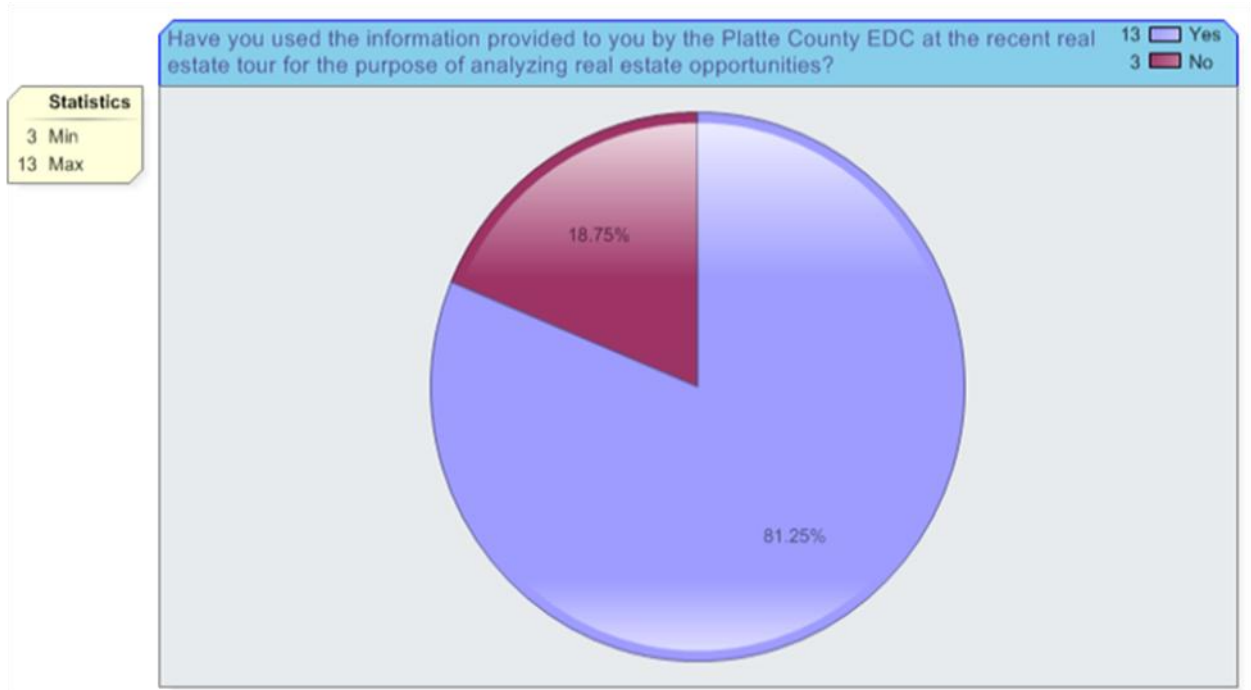
	Frequency	Percent
Missing	1	4.5
Y	21	95.5
Total	22	100.0

Learning evaluation questions.

Tour #3, Industrial - 83.7% correct (80% goal)

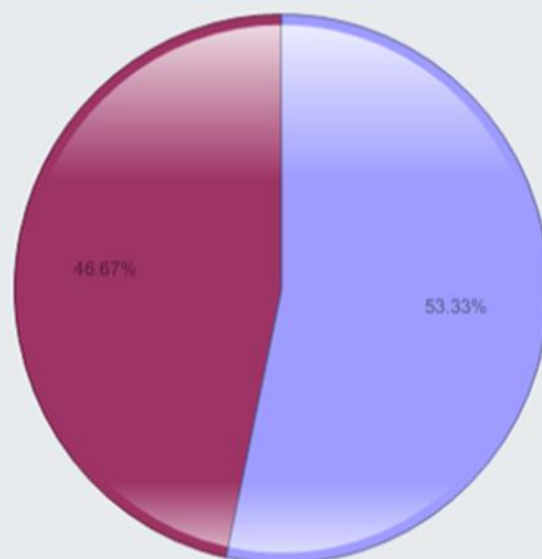
Level 3 Information – Collected from a 3 month after tour follow up electronic survey – November 2009

Tour #3, Industrial - 23 Attendees – 16 Respondents (70% response rate)



In the last three months since our tour, have you accessed the services of the Platte County EDC staff?

8 Yes
7 No



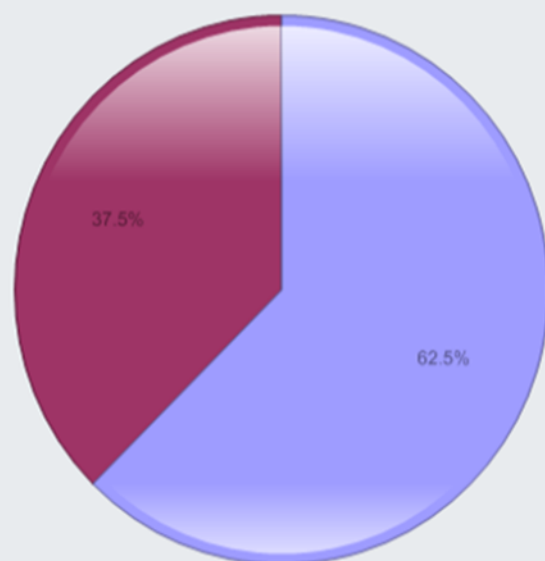
Statistics

7 Min

8 Max

In the last three months, have you accessed information from the Platte County EDC website, www.plattecountyedc.com?

10 Yes
6 No



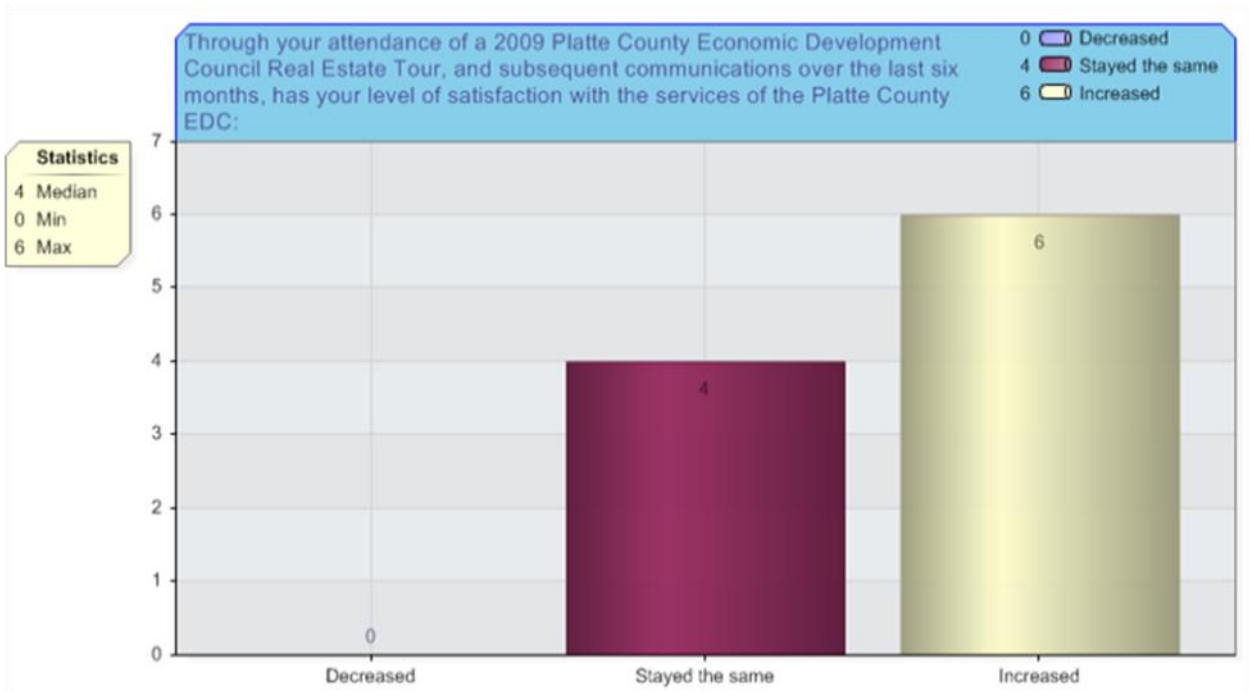
Statistics

6 Min

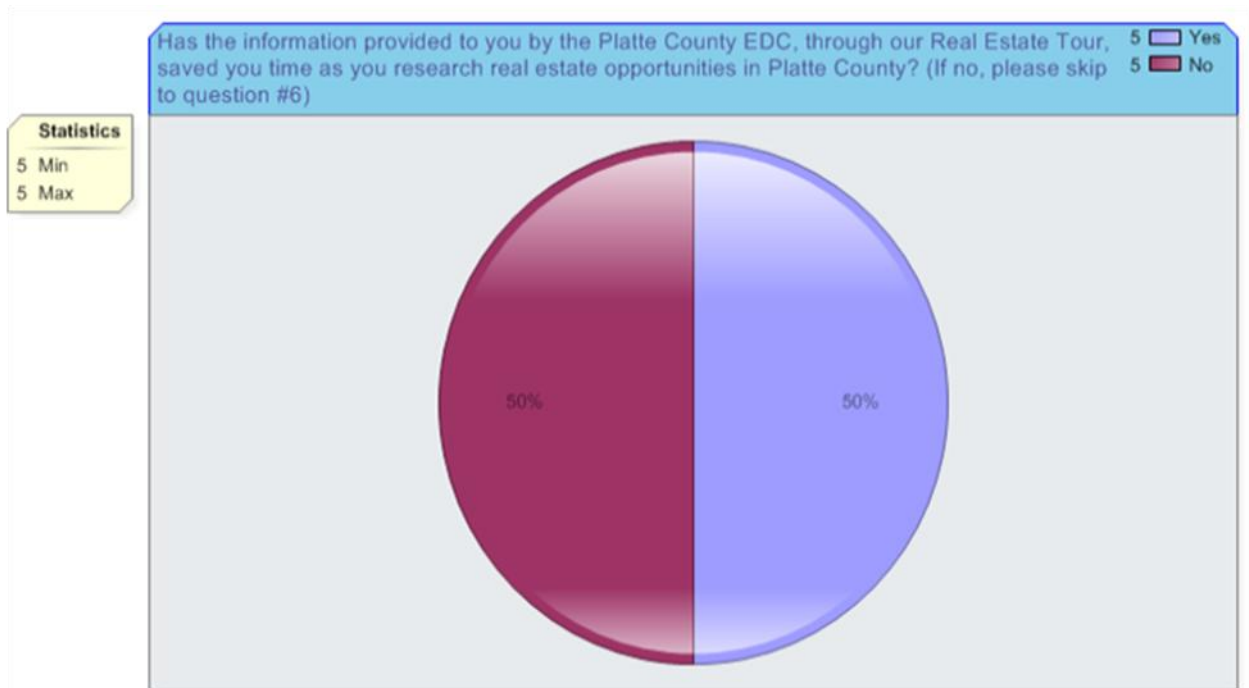
10 Max

Level 4 & 5 Information – Collected from a 6 month after tour follow up electronic survey – February 2010

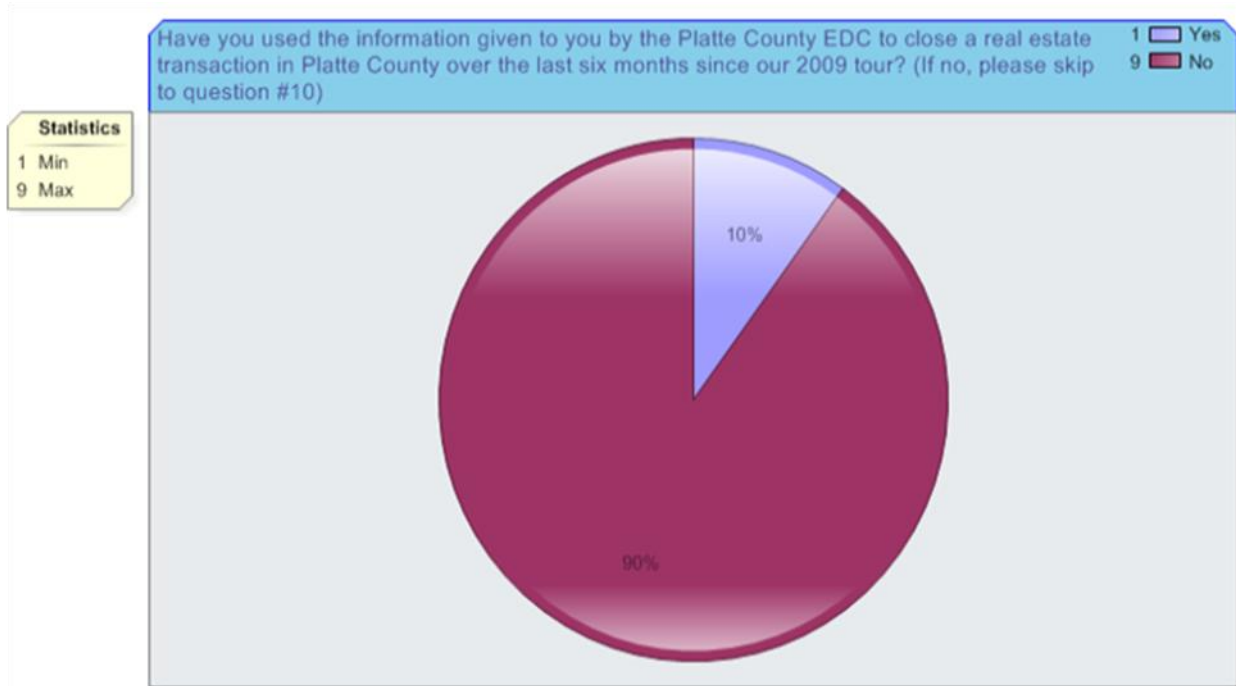
Tour #3, Industrial - 23 Attendees – 10 Respondents (44% response rate)



Goal of 10% increase in Satisfaction – Survey = 60%



Participant	Impact	Per Hour Value	Subtotal	Confidence Level	Total Monetary Benefit
1	1 hours	\$50	\$50.00	100%	\$50.00
2	3100 hours	?	\$0.00	100%	\$0.00
3	2 hours	\$200	\$400.00	80%	\$320.00
4	12 hours	?	\$0.00	100%	\$0.00
5	2 hours	\$50	\$100.00	80%	\$80
Total	17 hours	\$100.00/Avg.			\$450.00



Participant	Impact	Confidence Level	Total Monetary Benefit
1	\$264,347	50%	\$132,174

Project was a renewal.

Cost Identification:

Staff salaries & benefits	-	\$1,242.50
Participant salaries & benefits	-	\$9,200.00
Meals and other food costs	-	\$776.48
Program material & Transport cost	-	\$544.60
Evaluation costs	-	<u>\$313.35</u>
Total Costs		\$12,076.93

ROI Calculation: Net program benefits/program costs x 100

$$(\$132,624 - \$12,076.93)/\$12,076.93 \times 100 = \mathbf{998\% \text{ ROI}}$$

BCR 11:1

Level 1 & Level 2 information gathered through post tour survey – September 2009

Tour #4, Residential – 19 Attendees – 19 completed surveys (100% response rate)

	How Relevant was the Tour?	How Satisfied were you with the Information provided at the Tour?	How would you rate this tour with others given by ED Organizations ?
Goal	4.00	4.00	4.00
Mean	4.84	4.63	4.42

Is the information relevant to your job? (Goal 80%)

	Frequency	Percent
Valid Y	19	100.0

Would you recommend this tour to a co-worker? (Goal 80%)

	Frequency	Percent
Missing	5	26.3
Y	14	73.7
Total	19	100.0

Learning evaluation questions.

Tour #4, Residential - 68.4% correct (80% goal)

Level 3 Information – Collected from a 3 month after tour follow up electronic survey

Tour #4, Residential - 19 Attendees – To be completed December 2009 __ Respondents (??% response rate)

NO INFORMATION GATHERED – NO EMAIL ADDRESSES FOR RESIDENTIAL ATTENDEES AVAILABLE

Level 4 & 5 Information – Collected from a 6 month after tour follow up electronic survey

Tour #4, Residential - 19 Attendees – Survey to be completed March 2010 - __ Respondents (??% response rate)

NO INFORMATION GATHERED – NO EMAIL ADDRESSES FOR RESIDENTIAL ATTENDEES AVAILABLE