

What Is the Missouri Innovation Park (MIP)?

The partnership of the City of Blue Springs, Blue Springs Economic Development Corporation (BSEDC), Missouri Innovation Park Inc (MIP Inc) and the University of Missouri (Mizzou Center) have coalesced around a set of goals that unify into a single broad vision. The vision is to develop a science and technology park that can competitively attract firms and organizations to a regionally based home for employers. Emphasis will be placed on a knowledge-based workforce and the pursuit of innovation and commercialization. The Park stakeholders aspire to attract firms and employees that are linked to a scientific, research-based higher education institution with an entrepreneurial spirit.

The goal of the stakeholders is to create a signature Innovation Park in Blue Springs and a signature facility for Mizzou that defines “innovation” as a platform and venue for creating 21st Century jobs centered around research and technology. The Park, the facilities and the initiative will be financially viable and sustainable employing the best in class business and master planning. It will be built to highest sustainable practice as financially practicable. The Park will be an interactive, vibrant and vital location that is inviting to and used by the public. It will enhance the identity and presence of both the Mizzou and of the Blue Springs Community. It will be a point of pride for all residents and patrons.

Goals (Based Upon Stakeholder Charrette)

- Marquee Mizzou presence: serving as a strategic catalyst for at least three priority academic centers for up to three buildings to be built within approximately three to five years
- Attraction of capital: knowledge intensive companies with high wages collaborating with Mizzou
- Signature development
- Sustainable site and buildings
- Corporate woods setting
- Integrated planning
- Value added amenities: trail, recreation, art, etc.
- Revenue generating
- Anticipated future infrastructure needs
- Quality jobs
- Architectural gateway to Blue Springs
- Community friends/inviting
- Substantial capital investment in quality, high end buildings and facilities (public & private) that create positive business/civic presence at I-70 & Adams Dairy Parkway
- Job creation centered around research/technology
- Create an interactive community
- Financially successful development
- Economical and feasible infrastructure costs
- Solid performing real estate investment
- State of the art project

- Long term viability, flexibility, mix of uses
- Have significant and visible presence for MU in the region
- Develop public/private partnerships in KC region
- Expand MU's research and technology expertise into KC region

Where is the MIP to be Located and Why will it be Attractive to Potential Tenants?

The MIP is located at roughly the southeast quadrant of I-70 and Adams Dairy Parkway between I-70 and Highway 40.

- Adams Dairy Parkway provides access to over 800 acres of undeveloped property located on the north and south sides of I-70 interchange, the “first” major gateway interchange to and from Greater Kansas City. The MIP and surrounding land offer abundant and robust public and utility infrastructure assets to serve the area.
 - 500 acres comprise the immediate MIP planning, growth and development area, with MIP's Phase I focus representing approximately 63 acres. The site offers land for growth; development and expansion opportunities covering startup, growth-oriented and established headquarter companies. Tenants to the MIP and vicinity will be attracted to the Park's affiliation with MU and the region's identified economic opportunities within targeted industry sectors.
 - The land offers opportunity for growth and development of multiple regional industry clusters tied to the State, MU and the region's unique overlapping strengths and strategies.
- The Adams Dairy Parkway Corridor has several projects under construction and will be able to offer more than 1 million square feet of retail, restaurant, hotel and conference center assets in the spring of 2012.
- The Missouri Innovation Park site provides close access to the Adams Pointe Golf Course, a high quality public course representing 216 of the 500 acres in the Innovation Park's planning, growth & development area.
- The MIP site is located along I-70, and provides a physical and symbolic link for the Animal Health Corridor linking Columbia, MO to Manhattan, KS. Interstate 70 also provides a link for alternative energy efforts that connect the corridor between St. Louis and Denver.
- The MIP site is located 25 minutes from downtown Kansas City and 90 minutes from the MU campus in Columbia. The Park provides a location linking the suburban/rural environment, beneficial to the desired targeted industry sectors. The site is also supported by an Eastern Jackson County population base of 325,000 residents that does not include outlying counties and communities stretching 60 miles east of Concordia.
- Blue Springs provides an excellent, nationally ranked public school system. The school district, with 14,000 students, lies in close market proximity to the Lee's Summit, Independence and Grain Valley School Systems, also well ranked regionally and nationally.
- The Kansas City Southern Railway is located on the southern property boundary of the MIP. For current and future planning purposes, Mid-America Regional Council and Jackson County have included Blue Springs as an eastern corridor “business and pedestrian rider rail stop” along the KC Southern line serving from Odessa to downtown Kansas City.

What Will Happen to the Golf Course?

The Adams Pointe Golf Course is an amenity that differentiates the Missouri Innovation Park from other competing and similar parks. It will remain intact and open to the public. Its existence will be attractive to researchers and corporation who may be consider partnering with or contracting with the Mizzou Center. It is a direct contributor to Quality of Life, which will be helpful in attracting the best and brightest researchers and faculty to the Mizzou Center.

What will the MIP Look Like?

The goals are to create a Research Park within a park-like setting that will be a vibrant and active location, while providing peaceful alcoves. It will be a “Corporate-Woods type” setting, but it will be a place that is inviting to and used by the public

It will also include:

- Sustainable sites and building design, and integrated planning.
- Corporate setting with lakes, wetlands, ravines and woods, an public 18 hole golf course and pedestrian-friendly environments.
- 800 surrounding acres in Blue Springs available for building co-location facilities.

Why is this Priority for Blue Springs?

The leadership of Blue Springs has identified an opportunity to build a strong and sustainable economic base by implementing a Master Planned science and technology park to attract good-paying 21st Century jobs. The Kansas City area has positioned itself internationally as a leader in Life Sciences and specifically in the Animal Health and Nutrition industry (<http://www.kcanimalhealth.com>). This positioning affords Blue Springs an opportunity to enter into and facilitate an expanding job market. There are some 200 corporate enterprises in the Kansas City area involved in Life Sciences.

The MIP will be a partner in responding to National, Regional, State and Local trends and initiatives to create 21st Century jobs.

Who will Benefit from the MIP?

Once fully realized the MIP will contribute to the economic expansion of the State, the Region and Blue Springs. With good-paying jobs, Blue Springs will build a sustainable tax base of 21st Century Jobs providing resources for the County, City, Blue Springs School District and surrounding localities.

The direct economic benefits coupled to quality of life enhancements linked to building identity and image awareness will propel Blue Springs to the forefront of progressive communities in Missouri, the Midwest and Nation.

Blue Springs’ award winning school district stands to gain by the educational opportunities provided by the Mizzou Center and researchers and instructors that will be in our community.

What Is Mizzou's Role?

Mizzou is the proposed anchor tenant of the Missouri Innovation Park. Its partnership in the Park is supported by a Letter of Agreement adopted 11/21/11 by the City of Blue Springs, Blue Springs EDC and the University of Missouri. The Mizzou Center will provide a physical and programmatic presence in western Missouri that will provide research opportunities to their graduates, research support to Kansas City companies and outreach services to area residents. It will provide a "base of operations" for resident and visiting Mizzou educators and researchers to enhance mutually beneficial relationships. MU is a world-class institution with \$543 million in 2009 for annual research & student support expenditures. Park tenants will have opportunities for research collaborations with MU and access to equipment, facilities and research assistants.

What will be Mizzou's Primary Research Focus at MIP?

Mizzou has identified five strategic goals that will enhance its presence and standing in the Missouri economy and strengthen its position as the premier educational and research institution in Missouri. They hope to pursue three of those goals at the Missouri Innovation Park at Blue Springs through the creation of the Mizzou Center. They have identified five areas of Strategic Strength in Research, of which three lead efforts at the Missouri Innovation Park with more under consideration to add.

- **One Health, One Medicine: The Convergence of Human and Animal Health**

The combination of MU's interdisciplinary culture and the presence of medicine, animal science, and veterinary medicine programs provide a unique opportunity for research and education at the intersection of animal and human health.

This Initiative is based on inter-related MU capabilities, each of which combines aspects of animal and human health: (a) public health, (b) clinical/translational research, (c) animal models for human medicine, (d) studies of zoonotic disease and possible pandemics, and (E) security issues.

These areas intersect with each other and also connect with many other programs on campus including the Center for Comparative Medicine, the Program in Public Health, medical ethics, health policy, studies of chronic diseases (e.g., arthritis), Journalism and public education/information, the Clinical Translational Science Award (CTSA), security-related programs, and environmental sciences.

- **Food for the Future**

This Initiative builds on MU's impressive agribusiness (animal and plant) strengths and on strong relations with corporate and research partners in the Kansas City Region. It relates to a strong MU Nutrition program, to aging, obesity, and other chronic health issues, and to basic biological sciences, animal sciences, veterinary medicine, and all health disciplines.

This Initiative intersects with Business (the changing business model for agribusiness is extraordinarily important for Missouri), with Restaurant and Hotel Management, with applied ethics, journalism and public education/information, with Extension programs, chronic disease research and clinical treatment (especially obesity), social services, the Community Information Management model, and with environmental studies, law, public health, and health policy.

This Initiative stresses undergraduate and graduate education and continuing education that reflect and address workforce needs.

- **Sustainable Energy**

MU has many research and educational assets in the area of sustainable energy. The MU reactor is a strong asset for research and training in the nuclear energy, though it is currently underdeveloped in the energy area. Biofuels is also an area of considerable research capacity and of local agribusiness interest.

This Initiative intersects with many other educational, research, economic development, and service programs including environmental sciences, nuclear science and engineering, public policy, economics, business, architectural studies, journalism and public information/education, transportation, basic sciences (chemistry, physics, biological sciences, geological sciences), agriculture, history, psychological and cultural studies, agricultural economics, and rural sociology.

Energy may be the single most promising area for federal funding over the next decade.

- **Managing Innovation: Navigating Disruptive and Transformational Technologies**

Major technological changes unleash large-scale social, cultural, economic and political consequences. Digitized computing is the most recent example of disruptive technology; the wheel could be regarded as one of the earliest. MU's collaborative work across all fields—including the social sciences and the humanities—will advance research, education and economic development as scientists and scholars study how current technologies fundamentally change in these rapidly evolving times.

- **Media of the Future**

This program draws from the School of Journalism's century of international leadership in media research and hands-on training, along with other campus strengths in digital technologies, business, public policy, graphic design and writing.

Why Does Mizzou Wish To Locate in Blue Springs?

Mizzou wishes to enhance its presence, positioning and identity in western Missouri. The Missouri Innovation Park at Blue Springs provides for a Master Planned Science and Technology Park in the Life Science and Animal Health Corridor. By locating a facility in western Missouri, Mizzou can partner with corporations and public organization on research and commercialization initiatives to benefit both Missouri's economy and student opportunity.

Mizzou hopes to advance regional initiatives, expand job opportunities and enhance the Regions already enviable position in Life Sciences, while enhancing its image as the premier research institution in Missouri. While doing so, Mizzou hopes to advance educational opportunities for students and consequently attract the best and brightest students to Mizzou.

What Progress Has Been Made To Date?

- In December of 2008, a “Memorandum of Understanding” was struck between the City of Blue Springs, the Blues Springs Economic Development Corporation and the University of Missouri – Columbia (MU) , and the “Letter of Agreement” signed November 21, 2011 frames next steps, roles and process and chronology of milestones culminating in further land acquisition and the construction of the Park’s first building in late 2013/early 2014 to house Mizzou Center as the Park’s anchor tenant and other tenants.
- Two separate charrette programs have been conducted to establish a vision for the Park and to level expectations
- Preliminary Geo-technical Surveys have been conducted
- A Preliminary Master Plan has been developed.
- Facility Scoping has been conducted
- A detailed MU Business Plan for Mizzou Center is in final review by the University
- Preliminary cost projections are being updated.
- Preliminary Market Research has been conducted
- Marketing and Collateral Material Produced
- Community Outreach Initiated

When Will We See Construction Begin?

The MIP has entered its “due diligence” phase since its original announcement. This phase is defined by intensive planning and design in both the areas of programming and facilities. It also requires multiple levels of approvals, permitting and budgeting. If all goes as anticipated construction will proceed in the following manner:

- Phase I – Site Planning and approvals Spring 2012
 - Initial MIP Building Design Late Summer/Fall 2012
 - Plans for 80-90,000 sq. ft.
- Mizzou Center New Office Occupancy, 30,000 plus sq. ft.: Late 2013 to early 2014
- Phase II – Proposed Science & Technology Accelerator/Incubator Space of 10-20,000 sq. ft. (2014)

Why are Companies Attracted to Kansas City and Blue Springs?

Kansas City’s 2.2 million people in 18 counties comprise one of the fastest growing job markets in the Midwest. It is the most geographically centered major cities in the United States. It is the intersection of power, communications, railroads and highway infrastructure. It has a highly-educated and productive work-force and a cost of living %17.5 lower than the national average.

Kansas City/Blue Springs Rankings

- **1st** Places to Start and Grow a Business in the Midwest, and 11th nationally — *Entrepreneur*, 2009.
- **5th** Best Mid-Sized Cities for Job Growth — *Forbes*, 2009
- **9th** Best City to Get Ahead — *Forbes*, 2009.
- **10th** Cities with Highest Concentration of Employment in Research, Testing and Medical Labs — *Business Facilities*, 2008.
- “Best Place to Raise a your Kids” BusinessWeek (Blue Springs, MO)
- “Top 100 Places to Live” Money Magazine (Blue Springs, MO)

Blue Springs, Missouri is located on the eastern edge of the Kansas City region along US Interstate 70.

- With a current population of approximately 55,000 Blue Springs is the 10th largest city in Missouri and Greater Kansas City with a robust 1.3% annual growth rate.
- It is home to the nationally ranked Blue Springs School District and has a commuter workforce of over 150,000 within 25 minutes.

Other competitive community highlights include:

- Strategic science and technology business recruitment.
 - Local and State programmatic support and incentives
- Eastern gateway to and from Greater Kansas City along US Interstate 70.
- Largest full-service interchange on US Interstate 70 between Greater Kansas City and Columbia, Missouri.

How Will This Benefit the Kansas City Area and the State of Missouri?

To foster economic expansion it is important to “play to one’s strengths”. The Kansas City area is already home to over 200 enterprises involved in Life Sciences. It boasts the largest cluster of Animal Health & Nutrition companies in the world (125) and it is fifth in the world in the number of clinical trials. It is centrally located with outstanding infrastructure and human capital support. Moreover, both the States of Missouri and Kansas have recognized the synergies of cooperation as evidenced by the work of the Kansas City Area Life Sciences Institute, the Kansas City Area Development Council, the Greater Kansas City Chamber of Commerce and others. The efforts in Blue Springs will contribute to the momentum and help seize and secure the opportunity of creating 21st Century jobs in a burgeoning market.

Is there a Market to Support the Vision at the MIP?

The strategic development concepts for the Missouri Innovation Park and Mizzou Center align perfectly with a recently adopted White Paper Report issued in October 2007 by the Association of University Research Park’s and Battelle Research Institute. The principal concepts and strategic recommendations outlined in this study, *CHARACTERISTICS AND TRENDS IN NORTH AMERICAN RESEARCH PARKS: 21ST CENTURY DIRECTIONS* align with MU’s Strategic Initiatives. This alignment extends to Missouri and the Greater Kansas City region’s targeted industry cluster opportunities attracted to the area’s unique competitive strengths. Recommendations involving pursuing a public/private partnership approach with the development of the MIP using MU as a targeted economic catalyst also align with the report’s recommendations.

The Missouri Innovation Park and the Mizzou Center address multiple regional goals and initiatives, not including their strategic complement to the region’s current and projected economic future. The Greater Kansas City region provides an economic framework with goals and strategic alliances now in place that will provide a strong foundation and underpinning of regionally based support for the proposed Missouri Innovation Park at Blue Springs and Mizzou Center. Blue Springs submitted a strategic outline for the MIP and the Mizzou Center concept to the Mid-America Regional Council (MARC) as part of a regional coordination of economic growth strategies sought by the Economic Development Administration.

Have Other Enterprises Expressed Interest in MIP?

The 501(C)3 Corporation charged with overseeing the Missouri Innovation Park is Missouri Innovation Park, Inc. which received a matching \$95,000 “short-term” technical planning grant from the Economic Development Administration in the fall of 2011. Cash support from the Blue Springs EDC and in-kind research-based support was provided by MU and Mid-America Regional Council. The grant will allow for MU and the community to assess the feasibility, scope and market demand for specific business incubator and accelerator needs to serve the industry clusters targeted by the Missouri Innovation Park that are linked to the Mizzou Advantages (<http://www.missouri.edu/mizzou-advantage>) and growth of complementary industry clusters within the region.

MIP officials have also been in contact with companies over the past eighteen months and currently involved in the site selection process who are otherwise looking at Missouri and Greater Kansas City for new office and expansion opportunities. MIP officials will be actively marketing the site, along with other stakeholders, foremost among them the Kansas City Area Development Council, Kansas City Area Life Sciences Institute. They have been active participants on MIP planning.

Is this a Part of The Life Science\Animal Health Corridor?

Yes it is. In the animal health and nutrition industry, it's common knowledge that the Greater KC area is the national leader. In fact, KC area companies account for nearly 32% of total sales in the \$19 billion global animal health market. With regard to the pet food products industry, the worldwide sales for pet food products in 2007 at retail level were \$49 billion and, according to the Brakke Report, KC companies represent 7%. U.S. sales for pet food products were \$17 billion of which KC companies represent 13%.

What Companies and Institutions Make Up the Corridor?

The Corridor has over 200 biotech companies (and growing). The companies and educational/research entities include; University of Missouri, K-State, Teva Animal Health, Bayer Health Care/Animal Health Division, Bayer Crop Science, CEVA Animal Health, Pfizer Animal Health, Nestle/Purina Petcare, Boehringer Ingelheim Vetmedica, Intervet, Hill's Pet Nutrition, and Blue Springs based Ecto Development and Durvet.

Who is Supporting The Life Sciences and Animal Health Corridor?

Key players in the Kansas City region's business, educational, scientific and government communities have joined together to cultivate a climate of opportunity for companies competing in and supporting the animal health and nutrition industry.

The organizations which are taking leadership roles in this initiative are the Greater Kansas City Chamber of Commerce, the Kansas City Area Life Sciences Institute, and the Kansas City Area Development Council.

The Kansas City Area Life Sciences Institute is the coordinating body leading Kansas City's transformation into a center of excellence in life sciences research and development. A not-for-profit organization, the Life Sciences Institute serves as facilitator, matchmaker and potential funding organization for collaborative research that may lead to new discoveries to more effectively treat a wide range of diseases, develop new drugs and medical devices, and guide best medical practices.