

AGENDA

Raymore City Council Work Session
City Hall – 100 Municipal Circle
Monday, March 18, 2019

7:00 p.m.

- A.** Quarterly Economic Development Report
Economic Development Director Matt Tapp will be presenting the quarterly Economic Development report to the City Council.
- B.** Quarterly Communications Report
Assistant City Manager Mike Ekey will be presenting the quarterly Communications Department report to the City Council.
- C.** Other

EXECUTIVE SESSION (CLOSED MEETING)

The Raymore City Council may enter an executive session before or during this meeting, if such action is approved by a majority of Council present, with a quorum, to discuss:

- Litigation matters as authorized by § 610.021 (1),
- Real Estate acquisition matters as authorized by § 610.021 (2),
- Personnel matters as authorized by § 610.021 (3),
- Other matters as authorized by § 610.021 (4-21) as may be applicable.

Any person requiring special accommodation (i.e., qualified interpreter, large print, hearing assistance) in order to attend this meeting, please notify this office at (816) 331-0488 no later than forty eight (48) hours prior to the scheduled commencement of the meeting. Hearing aids are available for this meeting for the hearing impaired. Inquire with the City Clerk, who sits immediately left of the podium as one faces the dais.

Quarterly Report

2019 – 1st Quarter

I. Business Attraction

A. MIXED USE (Strategy 3.1.1 & 3.1.2)

- The Good Ranch – Tract 1
 - Location: northeast corner of I-49 & North Cass Parkway
 - Size: 140 +/- acres
 - Project Pentad
 - Trend setting massive integrated mixed-use project with experiential retail+recreation as the core
 - Phase I will likely include:
 - Largest indoor entertainment venue in all of KC
 - Youth sports:
 - 8 synthetic outdoor youth sports fields
 - Biggest youth soccer organization in the super region will be the operator of the fields
 - Estimated to draw 800,000+ visitors annually
 - Multiple hotels with 350+ rooms
 - Retail commercial on several parcels including pads, multi-tenant, and potentially downtown-esque
 - Staff worked on solidifying commitment as “master developer” from a highly prominent, experienced development company in cooperation with the current property owner
 - Staff coordinated with legal counsel on existing TDDs (Transportation Development Districts) and how they intertwine with any future projects
- Village Center at Foxridge (Foxridge Commercial)
 - Location: southwest corner of 58 Highway & Foxridge Drive
 - Size: 40 +/- acres
 - Staff drafted a mixed-use concept development plan that contains a downtown center with retail commercial and professional office, an in-line retail center, as well as luxury multi-family
 - Current property owner completing preliminary plat and engineering
 - Project Promenade
 - Commercial user has contract down on the corner 3 acres
- Municipal Circle / Innovation Campus
 - Location: west side of Municipal Circle (Johnston Pkwy & Broadmoor Dr)
 - Staff prepared a conceptual development plan illustrating 2 commercial buildings and 3 luxury apartment buildings
 - Project Guidepost
 - Regional developer interested in pursuing a mixed-use project with 1 commercial building and luxury multi-family
 - Staff coordinated with developer and 1 community partner organization on filling a portion of the commercial building

- Kirby Site
 - Location: northeast corner of 58 Highway & Sunset Lane
 - Size: 14.17 +/- acres
 - 4.5 +/- acres on corner acquired by local business owner
 - 1.25 +/- acres on the hard corner for future retail commercial (gas station/c-store, restaurant, etc.)
 - 1 multi-tenant commercial building north of hard corner slated to begin construction in the next 1-2 years
 - Compass Health/Pathways has purchased the very northern 8.28 +/- acres including the existing pond
 - Proposing new flagship building (70,000 square feet)
 - 125+ employees
 - Includes full-scale event space and training areas

- 58 & J – Eastside Industrial Area #4
 - Location: southeast corner of 58 Highway & J Hwy/S Lincoln Rd
 - Size: 56.2 +/- acres
 - New property owners interested in exploring what forms of new development could happen
 - Staff completed a concept layout plan that included:
 - 8.25 +/- acres of retail commercial on the corner
 - 47.95 +/- acres of mid-range sized light industrial buildings (50-100,000 square feet)
 - Public Works determined that existing sewer systems in the area could not serve any new development on the site
 - New public sewer would need to be extended from the Alexander Creek main approximately 5,500 feet to the north and east (\$700,000-1,000,000 project cost)

B. RETAIL COMMERCIAL (Strategy 3.1.1)

- Raymore Gateway
 - Location: northeast corner of 58 Highway & Kentucky Road
 - 3 main areas:
 - West Side – 6.8+ acres west of realigned Kentucky Road
 - East Side – 23.1+ acres east of realigned Kentucky Road
 - Pad Sites – 1.8+ acres along 58 Hwy
 - Project Pulse
 - Regional commercial developer pursuing acquisition of Raymore Galleria North property

- Willowind Square
 - Location: northwest corner of 58 Highway & Foxridge Drive
 - Size: 9.67 +/- acres
 - Potential redevelopment of this aging multi-tenant shopping center
 - City completed appraisal that calculated a market value
 - Project Stroke
 - Regional commercial developer almost finished a contract to acquire but couldn't make the financial numbers work
 - Another regional commercial developer exploring possibility of acquiring and currently running the financial numbers

- Timber Trails - Commercial
 - Location: in between TransWest in Belton and Benton House of Raymore along S Outer Road
 - Size: 3.73 +/- ac.
 - Staff coordinated with current property owners (Hunt Midwest) and a local commercial broker on the attraction of a sit-down restaurant
- 1210 W Foxwood Drive (old Orscheln's building)
 - Location: northeast corner of 58 Highway & Foxridge Drive
 - Property size: 2.995 +/- ac. | Building: 42,476 square feet
 - Staff worked on the attraction of a couple prospective new users
- 302 W Pine Street (old filling/gas station)
 - Location: northeast corner of 58 Highway & Pine Street
 - Property size: 0.47 +/- ac. | Building: 3,000 square feet
 - Staff worked on the attraction of a couple prospective new users

C. PROFESSIONAL/MEDICAL OFFICE (Strategy 3.1.2)

- The Good Ranch – Tract 1
 - Location: northeast corner of I-49 & North Cass Parkway
 - Size: 140 +/- acres
 - Project Pentad
 - Staff working on solidifying commitment from a major regional medical anchor user (40,000-60,000 square feet)
- Raymore Gateway – West Side
 - Location: property directly behind existing old Ryan's building
 - Concept plan includes 2 professional/medical office buildings
 - Likely incorporate around 15,000-20,000 square feet
- Heritage Professional Park Site
 - Location: northwest corner of 58 Highway & N Madison Street
 - Size: 1.25+ acres
 - Current property owner has demolished existing buildings and in process of listing site with a commercial broker
 - Staff completed a couple concept layout plans for 1 professional/medical office building (10,000-12,000 square feet)

D. INDUSTRIAL (Strategy 3.2.1)

- The Good Ranch - North Cass Business Park (NCBP)
 - Location: South of North Cass Parkway along a future extension of Dean Avenue
 - Size: 135 +/- acres
 - VanTrust Real Estate (VTRE) has signed a contract to acquire site in phases based on building construction
 - Over \$100M investment in development and construction
 - Create anywhere from 1,200-1,700 new jobs
 - 1.4-1.9 million square feet of flex light industrial space

- Annually generate an estimated \$194.4M in local economic activity
 - Direct - direct activities tied to the project [\$175.9M]
 - Indirect - impacts on surrounding businesses that supply the direct activity [\$7.3M]
 - Induced - spending by households receiving income based on direct and indirect effects [\$11.2M]
- Staff worked with the developer on the project specifics, timeline, and requested incentives
- Eastside Industrial
 - Location: all 4 corners of 58 Highway & J Highway/Kurzweil Road
 - 4 areas:
 - Area #1 – southwest corner (34.5+ acres)
 - Area #2 – northwest corner (16.8+ acres)
 - Area #3 – northeast corner (38.2+ acres)
 - Area #4 – southeast corner (56.9 acres)
 - Area #1 and #2 currently zoned industrial while #3 and #4 are agricultural but designated as “Business” in the Growth Management Plan
 - Staff completed a concept plan for mixed-use on Area #4 (see “58 & J” on p. 2)

E. RESIDENTIAL (Strategy 3.2.4)

- SINGLE-FAMILY
 - Staff working to attract new single-family residential developer/builders
 - Given 3 tours of the community to prospects
 - Contacting a list of around 8-10 prospects
- MULTI-FAMILY
 - Lofts at Foxridge
 - Location: south of 58 Hwy on west side of Foxridge Drive
 - Size: 19.36 +/- acres
 - Developer: Goldenrod / Tetrad Property Group
 - 400 +/- units of Class “A” apartments
 - Full-scaled clubhouse with top-notch indoor and outdoor amenities
 - Staff coordinated with the developer on the project specifics, timeline, and requested incentives
 - Developer in the process of closing on property and Chapter 100 bonds
 - Goal of breaking ground in April or May 2019
 - The Good Ranch – Tract 2
 - Location: northeast corner of Dean Avenue & North Cass Parkway
 - Size: 31.5 +/- acres
 - Regional residential developer has contract down and exploring options with City staff
 - 214 +/- units of new luxury upscale townhomes

- Heritage Plaza South
 - Location: east of 58 Highway along Pine Street
 - Size: 6.06 +/- acres
 - Staff completed concept layout plan that includes 2 new commercial buildings and multi-family to the east
 - Regional residential developer evaluating possibility of putting contract down and exploring options with City staff
 - 60+ units of new townhomes
- Adams Street
 - Location: east of 58 Highway along Pine Street
 - Size: 3.8 +/- acres
 - Staff coordinated with current property owner on potential for multi-family residential and connected them with developer
 - Regional residential developer evaluating possibility of putting contract down and exploring options with City staff
 - 60+ units of new townhomes
- Raymore Galleria – Area #4
 - Location: directly behind Sam’s Club & Office Depot along Dean Avenue
 - Size: 19.36 +/- acres
 - Newer broker representing current property owners
 - Generated some interest but no significant pursuits

F. GENERAL RECRUITMENT / MISC. / OTHER

- General Retail Commercial
 - Project Coalesce
 - 2 different health-oriented quick-service restaurants interested in the Raymore market
 - Staff assisted their efforts in locating their most optimum real estate options
 - Project Propel
 - Morning user interested in converting old filling/service station at 58 Hwy and Pine Street into commercial business
 - Staff coordinated with building/property owner and prospective franchisee on project feasibility
 - Prospective franchisee decided to re-enter their career field and not pursue coffee shop at this time

2. Business Retention & Expansion (BRE)

(Strategy 3.3.2)

A. On-Site Interview Meetings – [0]

B. Software / Reporting

- Annual year-end summary will be included with each 4Q report

3. Workforce Development

(Strategy 3.2.1)

A. ACT “Certified Work Ready Community” (CWRC) Status

- Focuses on advancing workforce development at the county level across 2 focus areas:
 - Workforce (prospective employees/assessment takers): further divided into “current”, “transitioning”, and “emerging” segments
 - Employers who support and/or recognize CWRC
- Cass County Corporation for Economic Development (CCCED) is lead agency with many partners (including City of Raymore)
- CWRC status has been APPROVED by ACT

B. Cass County Workforce Development Collaborative (CCWDC)

- Regional effort based on conversations stemming from CWRC efforts
- Includes CCCED, municipalities, and employers to discuss workforce challenges and potential solutions
- First meeting occurred in March 2019

4. General Projects / Department Administration

A. Marketing / Communications Plan (Strategy 3.3.1)

- ED webpage redesign draft edition completed in collaboration with Communications staff
 - Staff currently reviewing sections while also providing additional information to further enhance ED webpage
- Completed one-page summaries of the local market for retail and industrial sectors
- Completed new market demographics and retail trade area materials

B. Traffic Counters

- Completed traffic counts – [0]

C. LOIS (“Location One Information System”)

- ED partner, KCP&L, offers an invaluable commercial real estate listing service called “LOIS” (Location One Information System) and just released a new and improved version
- Staff completed multiple updates to commercial listings

D. Site Development Preparedness Assessment

- Effort to bring together all pertinent city staff to fully assess the development readiness of most real estate sites
- ED staff generated a spreadsheet that includes every prominent site in conjunction with assessing important factors for development
 - Initial meetings and draft complete

To: Mayor and City Council
From: Mike Ekey, Assistant City Manager
Re: Communications Department Quarterly Report

Winter weather and the construction of the front lobby kept the Communications Department busy this quarter. Both affected customer service and required a large amount of hands-on involvement.

Communications

- Recipient of the Constant Contact All-Star Award. Third year in a row the Communications Department has received this designation. Only 10% of all Constant Contact users receive this award and only half of those receive it multiple years in a row.
- Developed a full scope of informational and educational pieces to deliver news about snow plowing and snow operations through Public Works. Successfully managed communications through 22 winter weather events.
- Completed development of a new marketing tool for Economic Development. This tool is a large map that shows key indicators and important highlights of the Raymore economy. Economic Development Director Matt Tapp will be using these when meeting with key developers and investors in the community.
- Developed and managed the initial phase of the ETC Community Satisfaction Survey. Council provided valuable input and ETC began mailing the surveys the first week of March. Staff will have results and a presentation to Council later this spring.

Arts Commission

- Conducted a follow-up community survey focused on arts and art programming (results are included in the report).
- Began work on the second community mural. Artist JT Daniels is currently working on concepts for a mural to be located at Recreation Park.
- Hosted three successful Family Art Day events drawing, on average, 20 participants to the free art events.

DIGITAL MEDIA TRACKING



Digital Media Tracking 2019 Q1

	Jan 2019	Feb 2019	Mar 2019	2018 Q4	Change
Direct mail pieces sent	9,750 (Raymore Review)	N/A	N/A	N/A	9,750
Traditional advertising impressions	750	750	750	0	2,250
Online advertising impressions	N/A	N/A	N/A	n/a	
Online advertising clicks	N/A	N/A	N/A	n/a	
Emails sent	6,322	5,817	3,131	22,602	15,270
Outbound email opens (unique)	46.16%	41.86%	39.93%	44.76%	42.65%
Outbound email clicks (people)	52.38%	49.64%	48.78%	46.42%	50.27%
Percent of Mobile Users	39.72%	43.11%	38.41%	43.87%	40.41%
Percent of Desktop Users	60.28%	56.89%	61.49%	56.13%	59.55%
Total website visits	36,567	30,906	30,813	119,569	98,286
Total unique visitors	11,195	9,147	10,159	100,256	30,501
Average time on site	1 min 28 sec	1 min 32 sec	1 min 29 sec	1 min 18 sec	1 min 21 sec
Average pages/visit	2.11	2.2	2.25	2.2	2.19
Bounce rate	62.14%	56.43%	56.18%	58.59%	58.25%
Repeat visitor percentage	37.10%	41%	44.70%	38.03%	40.87%
Top 5 traffic referrals (visits)					
<i>Referral 1</i>	Google (6,918)	Google (5,391)	Google (4,990)	n/a	
<i>Referral 2</i>	Direct / None (3,538)	Direct / None (2,497)	Direct / None (2,447)	n/a	
<i>Referral 3</i>	Facebook Mobile (1,160)	Facebook Mobile (656)	Facebook Mobile (674)	n/a	
<i>Referral 4</i>	Facebook (225)	Yahoo (157)	Yahoo (166)	n/a	
<i>Referral 5</i>	Yahoo (211)	Facebook (137)	Bing / Organic (151)	n/a	
Top 5 keywords used to find site					
<i>Keyword 1</i>	Trash	Trash	Trash	n/a	
<i>Keyword 2</i>	Centerview	Soccer	Business License	n/a	
<i>Keyword 3</i>	Baseball	Snow	Jobs	n/a	
<i>Keyword 4</i>	Basketball	Volleyball	Pay a Fine	n/a	
<i>Keyword 5</i>	Snow	Basketball	Centerview	n/a	
Top 5 pages (excluding homepage)					
<i>Page 1</i>	Parks & Recreation	Parks & Recreation	Parks & Recreation	n/a	
<i>Page 2</i>	Snow Removal	Pay your Utility Bill	Pay your Utility Bill	n/a	
<i>Page 3</i>	Pay your Utility Bill	Snow Removal	Sports Programs	n/a	
<i>Page 4</i>	Water Service	Sports Programs	Weekly Report	n/a	
<i>Page 5</i>	Jobs	Jobs	Police Blotter	n/a	
% of mobile visitors	50.42%	48.86%	48.03%	49.10%	49.10%
YouTube Videos Posted	###	###	19	17	2
YouTube views	###	###	506	609	-103
YouTube Subscribers	###	###	82	72	10
Average Viewing Time	###	###	10 min 5 sec	8 min 19 sec	
Total Minutes Watched	###	###	5,107	5,066	41
@CityofRaymoreMo Twitter followers	###	###		1,481	1,481
@RaymorePD Twitter Followers	###	###		2,291	2,291

Digital Media Tracking 2019 Q1

City of Raymore Mo Facebook Page					
Total Facebook likes	###	###	4,773	4,531	242
Total number of Facebook posts	###	###	90	92	90
Avg Facebook Engagement	###	###	2,304	1,172	1,132
Avg Facebook Comments	###	###	13	7.3	13
Raymore Police Dept Facebook Page					
Total Facebook likes	###	###	5,310	5,155	155
Total number of Facebook posts	###	###	49	44	5
Avg Facebook Engagement	###	###	2,495	864	1,631
Avg Facebook Comments	###	###	9	4.3	4.7
Parks & Recreation Facebook Page					
Total Facebook likes	###	###	2,989	2,565	424
Total number of Facebook posts	###	###	95	97	95
Avg Facebook Engagement	###	###	955	792	955
Avg Facebook Comments	###	###	4	3	4
Animal Shelter Facebook Page					
Total Facebook likes	###	###	4,278	3,635	643
Total number of Facebook posts	###	###	54	72	-18
Avg Facebook Engagement	###	###	4,167	1,846	2,321
Avg Facebook Comments	###	###	16	36	16
Emergency Mgmt Facebook Page					
Total Facebook likes	###	###	1,436	1,310	126
Total number of Facebook posts	###	###	11	16	-5
Avg Facebook Engagement	###	###	106	106	106
Avg Facebook Comments	###	###	0	1	-1
Arts Commission Facebook Page					
Total Facebook likes	###	###	454	330	124
Total number of Facebook posts	###	###	16	37	-21
Avg Facebook Engagement	###	###	218	296	-78
Avg Facebook Comments	###	###	0	4	-4

TRADITIONAL MEDIA TRACKING



Date	Newspaper / Newsource	Title	Article By...	Placed Media
Oct. 4, 2018	The Journal	Raymore Council Chambers Hosts New Art Display *		
Oct. 5, 2018	The Herald	Because policemen help people' *		
Oct. 5, 2018	The Herald	Raymore's Community Conversation draws full house.		
Oct. 15, 2018	The Kansas City Star	Hawk Ridge Park to be destination entertainment spot, with playground, amphitheater		
Oct. 18, 2018	The Journal	Raymore City Clerk Earns Top State Recognition *		
Oct. 18, 2018	The Journal	Communications Director Speaks at Club Meeting *		
Oct. 19, 2018	The Democrat Missourian	Playground, amphitheater to turn Hawk Ridge Park into an area destination *		
Oct. 25, 2018	The Journal	City of Raymore surplus property available via online auction		
Oct. 26, 2018	The Herald	Raymore moves ahead with tax-abated apartment project		
Nov. 1, 2018	The Journal	Raymore Council 2019 budget issues *		
Nov. 8, 2018	The Journal	155th Street is being widened *		
Nov. 8, 2018	The Journal	Contract awarded for City Hall entrance *		
Nov. 8, 2018	The Journal	Raymore Planning & Zoning Commission meeting		
Nov. 13, 2018	The Kansas City Star	Cass art contest shows 'what (art) does for their self-esteem is huge.'		
Nov. 15, 2018	The Journal	Commission meeting conducted Monday *		
Nov. 15, 2018	The Journal	What brings you home to Raymore?' was topic of discussion		
Nov. 22, 2018	The Journal	Raymore City Council conducts meeting November 13 *		
Nov. 22, 2018	The Journal	5 bills passed on 2nd reading at Raymore Council *		
Nov. 29, 2018	The Journal	Raymore get greeted by blizzard, Winter 2018 Sunday *		
Nov. 29, 2018	The Journal	Raymore Council has work session *		
Nov. 29, 2018	The Journal	Williams named Finance Director *		
Nov. 29, 2018	The Journal	Helping the Cause		
Nov. 30, 2018	The Democrat Missourian	New Raymore Finance Director		
Dec. 6, 2018	The Journal	City's response to recent snow storm dominates Council *		
Dec. 6, 2018	The Journal	Raymore Weekly Update *		
Dec. 10, 2018	KSHB Channel 41	Plan to consolidate 911 call centers in Cass County brings concern		
Dec. 10, 2018	WDAF/ Fox 4	Cass County proposal to consolidate five 911 dispatch centers into one met with opposition		
Dec. 10, 2018	KMBC/Channel 9	Proposed emergency call center in Cass County raises concerns over cost to taxpayers		
Dec. 10, 2018	The Journal	Belton objects to Cass County elimination of PSAPs		

Date	Newspaper / Newsource	Title	Article By...	Placed Media
Dec. 13, 2018	ICMA Smart Brief	<i>Cass County, MO. wrestles with 6-year-old consolidation directive</i>		
Dec. 14, 2018	The Democrat Missourian	<i>Raymore City Hall improvements will enhance safety *</i>		
Dec. 19, 2018	KSHB Channel 41	<i>Some in Cass County say consolidation emergency dispatch will improve efficiency.</i>		
Dec. 20, 2018	The Journal	<i>Raymore objects to Cass County elimination of PSAPs *</i>		
Dec. 26, 2018	The Democrat Missourian	<i>Raymore Mayor's Coat Drive brought in 67 coats this year</i>		
Dec. 27, 2018	The Journal	<i>Ekey appointed as Assistant City manager *</i>		
Dec. 27, 2018	The Journal	<i>Dessert boxes for emergency personnel</i>		

Date	Newspaper / Newsource	Title	Article By...	Placed Media
Jan. 3, 2019	The Journal	<i>Raymore police take children shopping</i>		
Jan. 10, 2019	The Journal	<i>City Hall entrance being enhanced *</i>		
Jan. 18, 2019	The Herald	<i>Raymore approves changes to organizational chart</i>		
Jan. 24, 2019	The Journal	<i>Raymore City Council conducts initial meeting of 2019 *</i>		
Jan. 24, 2019	The Journal	<i>Raymore, Oats Transit enter into agreement *</i>		
Jan. 24, 2019	The Journal	<i>Park improvements in progress</i>		
Jan. 31, 2019	The Journal	<i>Raymore has place for tree limbs damaged from storm *</i>		
Feb. 1, 2019	The Herald	<i>Raymore Council OKs purchase of communications vehicle *</i>		
Feb. 7, 2019	The Journal	<i>Father-Daughter Valentine's Ball to be conducted Friday *</i>		
Feb. 7, 2019	The Journal	<i>Police Chaplain Program</i>		
Feb. 14, 2019	The Journal	<i>Former Raymore council member, Hubach, passes away</i>		
Feb. 15, 2019	The Herald	<i>Traffic crash statistics discussed at Raymore Council</i>		
Feb. 28, 2019	The Journal	<i>Citizen's Police Academy set for March *</i>		

PRINT SAMPLES



**GO
AFTER
YOUR
GOALS**






DIVISIONS

U6 (2013 birth year) \$75

U7 & U8 (2012 & 2011 birth years) \$85

U9, U10, U11, U12 (2010-2007 birth years) \$95

**Register by
2/1 for a
\$10 discount!**

-  Weekday evening practices
-  Saturday games March - May
-  Make up and overflow games may be held on Sunday afternoons

Let us know if you want to volunteer
to be a coach!

**REGISTRATION DEADLINE
FRIDAY, FEB. 15, 2019**

Register online at Raymore.com/Soccer or call 816-322-2791



**SPRING
VOLLEYBALL
GIRLS, GRADES 3-8**

Six games w/post-season single
elimination tournament

Weekday evening practices

Shirts, volleyballs, nets and officials
provided

Season // March-May

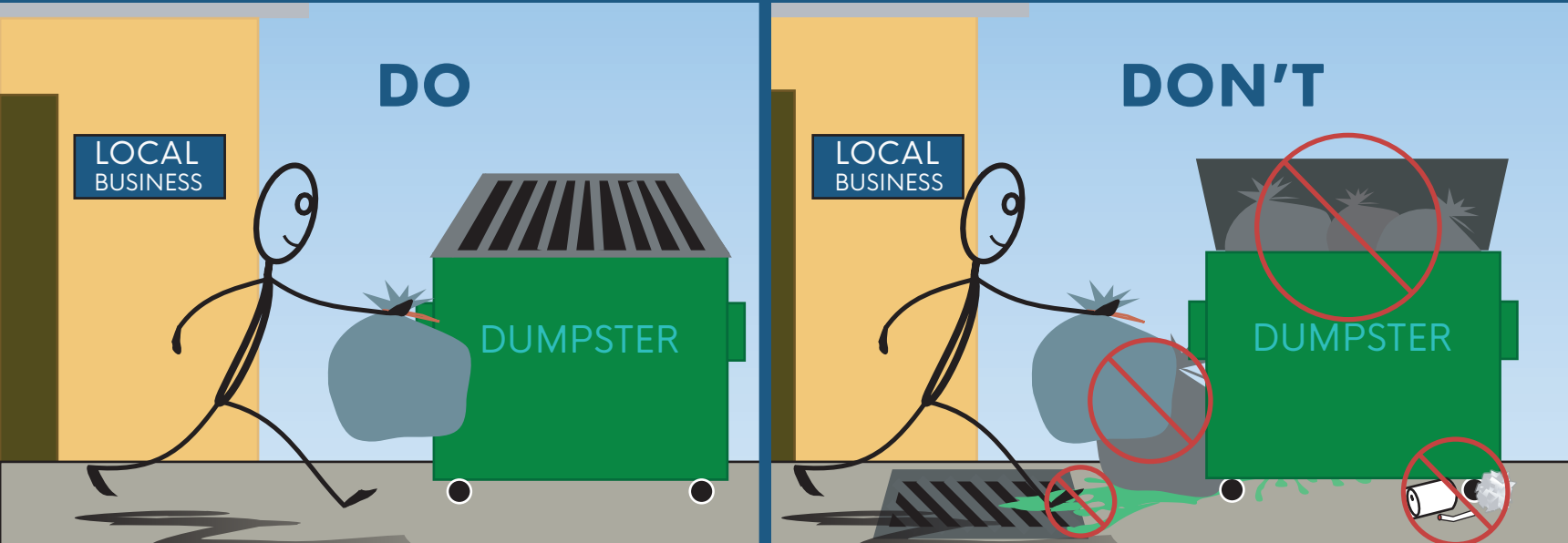
Location // Raymore Activity Center

Fee // \$75

Registration deadline // Feb. 22, 5 p.m.

Bump. Set. Spike.

PUT WASTE IN ITS PLACE FOR CLEAN WATER IN RAYMORE.



As a business owner, you are responsible for all pollutants that leave your property. You play a big role in keeping our waterways clean and healthy! Thank you for doing your part by keeping your property clean and properly storing your trash until pick up.

Dear Valued Business Owner,

This is a friendly reminder that keeping our waterways clean is as easy as making sure your dumpster lid is closed, leaking containers are kept out of the dumpster and regular trash pick-ups are scheduled to prevent your dumpster from becoming too full.

Rain that falls into and around your dumpsters can pick up trash and dirt as it drains away. Much of this water, or stormwater, ends up in our local waterways. It's the fastest growing type of water pollution in Missouri. Stormwater pollution is bad business for our state's waterways. It harms fish and wildlife, makes our water unsafe to drink and can spoil our outdoor activities.

We appreciate your cooperation in doing your part to keep our waterways clean!

Sincerely,

Lorie Crandell

Super Water Quality Specialist and Expert

City of Raymore



RAYMORE

come home to **more**

NPDES Phase II Stormwater Annual Report

Municipal Separate Storm Sewer System (MS4) Permit MO-R040029

2019 MS4 Permit Report Reporting Period: Jan. 1, 2017 to Dec. 31, 2018





TEAM UP TO CLEAN UP!

Community litter cleanup
this Saturday at 8:30 a.m.



For more information:
Stormwater@Raymore.com

SOCIAL MEDIA SAMPLES





Raymore Police Department



Published by Mike Ekey [?] · March 3 at 3:41 PM · 🌐

UPDATE 8:30pm: Two additional juveniles have been taken into custody in connection to social media threats made earlier today. The Raymore Police Department continues to work closely with school officials to ensure the safety of all students and staff. Although we cannot release further details, we believe all persons involved in this incident are in custody.

###

Sunday, March 3, 3:30pm: Following reports of several threatening social media posts, the Raymore Police Departme... [See More](#)



Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 23,000 people.



37,998 people reached

[Boost Post](#)

326

78 Comments 200 Shares

Like

Comment

Share



Performance for Your Post

37,998 People Reached

1,237 Reactions, Comments & Shares ⓘ

685 Like	291 On Post	394 On Shares
39 Love	17 On Post	22 On Shares
1 Haha	0 On Post	1 On Shares
63 Wow	19 On Post	44 On Shares
25 Sad	7 On Post	18 On Shares
2 Angry	1 On Post	1 On Shares
199 Comments	97 On Post	102 On Shares
224 Shares	200 On Post	24 On Shares

13,124 Post Clicks

2 Photo Views	2 Link Clicks ⓘ	13,120 Other Clicks ⓘ
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City of Raymore, Missouri Government

Published by Melissa McGhee Harmer [?] · March 3 at 8:25 AM ·

Crews are plowing! Follow progress at www.raymore.com/snow



RAYMORE.COM

Snow Removal | City of Raymore, MO

First priority is given to roadways designated as emergency snow...

Get More Likes, Comments and Shares
Boost this post for \$39 to reach up to 20,000 people.

4,032
People Reached

773
Engagements

Boost Post

Rebecca L Dunham, Erica Lupardus and 37 others 2 Comments 11 Shares

- Like
- Comment
- Share

Performance for Your Post

4,032 People Reached

112 Reactions, Comments & Shares

89 Like	39 On Post	50 On Shares
4 Love	0 On Post	4 On Shares
1 Wow	0 On Post	1 On Shares
6 Comments	2 On Post	4 On Shares
12 Shares	11 On Post	1 On Shares

661 Post Clicks

0 Photo Views	149 Link Clicks	512 Other Clicks
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NEGATIVE FEEDBACK

- 4 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts



Raymore Police Department

Published by Melissa McGhee Harmer [?] · February 14 at 8:43 AM · 🌐

Buckle up, Valentine!

Missouri's seatbelt usage ranks lower than seatbelt usage in 40 other states.

National rate: 90%... [See More](#)



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 23,000 people.

👤 **6,755 people** reached

[Boost Post](#)

👍❤️😄 Richard Dalton, Sue Warner and 130 others 10 Comments 47 Shares

👍 Like 💬 Comment ➦ Share 🗑️

Performance for Your Post

6,755 People Reached

347 Reactions, Comments & Shares ⓘ

243 👍 Like	118 On Post	125 On Shares
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33 ❤️ Love	20 On Post	13 On Shares
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2 😲 Wow	0 On Post	2 On Shares
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2 😞 Sad	2 On Post	0 On Shares
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21 Comments	13 On Post	8 On Shares
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47 Shares	47 On Post	0 On Shares
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307 Post Clicks

45 Photo Views	0 Link Clicks ⓘ	262 Other Clicks ⓘ
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NEGATIVE FEEDBACK

7 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



City of Raymore, Missouri Government shared a post.

Published by Melissa McGhee Harmer [?] · March 11 at 4:32 PM ·



Raymore Arts Commission

Published by Melissa McGhee Harmer [?] · March 11 at 4:28 PM ·



Be sure to check out this beautiful acrylic pour art by artist Toni Kirk next time you're at City Hall!

Toni's artwork is hanging in the City Council Chamber Gallery.

1,466
People Reached

141
Engagements

Boost Unavailable

Paulette Rardon, Kati Griffin Hill and 19 others

1 Share

Like

Comment

Share



Performance for Your Post

1,466 People Reached

22 Reactions, Comments & Shares

20 Like
On Post | **20** On Post | **0** On Shares

1 Love
On Post | **1** On Post | **0** On Shares

0 Comments
On Post | **0** On Post | **0** On Shares

1 Shares
On Post | **1** On Post | **0** On Shares

120 Post Clicks

55 Photo Views | **0** Link Clicks | **65** Other Clicks

NEGATIVE FEEDBACK

3 Hide Post | **0** Hide All Posts

0 Report as Spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts

Video

Post

Shares

See metrics for all videos



Raymore Parks and Recreation

Published by Melissa McGhee Harmer [?] · February 14 at 1:20 PM ·

Hey Valentine, it's o-fish-al: 900 trout were stocked in Johnston Lake at Hawk Ridge Park today by the Missouri Dept. of Conservation!

Grab your Missouri fishing license and maybe that special someone for some fishing this beautiful Valentine's afternoon!

Be sure to keep out of construction fencing and away from equipment when you head to the park on the north end of Johnston Parkway.



Performance for Your Post

3,140 People Reached

2,010 3-Second Video Views

97 Reactions, Comments & Shares

45 Like	17 On Post	28 On Shares
2 Love	0 On Post	2 On Shares
3 Wow	2 On Post	1 On Shares
32 Comments	23 On Post	9 On Shares
15 Shares	15 On Post	0 On Shares

506 Post Clicks

98 Clicks to Play	0 Link Clicks	408 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares Boost this post for \$30 to reach up to 2,900 people.

3,140 People Reached

603 Engagements

Boost Post

19 Reactions

19 Comments 15 Shares

Like Comment Share



Raymore Parks and Recreation

Published by Melissa McGhee Harmer [?] · March 6 at 10:06 AM · 🌐

There might be rain in the forecast for Saturday, but it doesn't matter because it's perfect weather for shopping INDOORS!

Join us from 10 a.m. to 2 p.m. at the Raymore Activity Center for our **Spring Craft Show**. The first 150 shoppers in the door get a free reusable shopping tote!

Click on the Facebook event link above or visit our website for the complete list of all 37 vendors: <https://bit.ly/2HjoGAM>



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 2,900 people.

2,243
People Reached

260
Engagements

Boost Post

👍❤️ 15

2 Comments 12 Shares

👍 Like

💬 Comment

➦ Share



Performance for Your Post

2,243 People Reached

65 Reactions, Comments & Shares ⓘ

31 👍 Like	14 On Post	17 On Shares
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2 ❤️ Love	1 On Post	1 On Shares
---------------------	---------------------	-----------------------

20 Comments	5 On Post	15 On Shares
-----------------------	---------------------	------------------------

12 Shares	12 On Post	0 On Shares
---------------------	----------------------	-----------------------

195 Post Clicks

29 Photo Views	27 Link Clicks ⓘ	139 Other Clicks ⓘ
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NEGATIVE FEEDBACK

2 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Video

Post

Shares

See metrics for all videos



Raymore Parks and Recreation

Published by Melissa McGhee Harmer [?] · March 11 at 10:10 AM ·

Summer day camp registration is open for kids ages 5-11!
Learn more and download the application at raymore.com/camp



Performance for Your Post

1,643 People Reached

607 3-Second Video Views

18 Reactions, Comments & Shares

5 Like	0 On Post	5 On Shares
5 Love	0 On Post	5 On Shares
5 Comments	0 On Post	5 On Shares
3 Shares	3 On Post	0 On Shares

137 Post Clicks

8 Clicks to Play	49 Link Clicks	80 Other Clicks
------------------	----------------	-----------------

NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,900 people.

1,643 People Reached

155 Engagements

Boost Post

3 Shares

Like Comment Share

EMAIL PROGRAM TRACKING



Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique Opens	Mobile Open Rate	Desktop Open Rate	Click Through Rate	Total Unique Clicks
2019/01/31, 4:08 PM	2/4 City Council Work Session Age	215	47.80%	99	30.30%	69.70%	43.40%	43
2019/01/31, 11:14 AM	2/5/19 Planning & Zoning Agenda	189	39.90%	73	39.30%	60.70%	39.70%	29
2019/01/28, 11:15 AM	Police Blotter 01-27-19	377	50.40%	184	42.30%	57.70%	66.30%	122
2019/01/25, 3:02 PM	Weekly Report 01/25/2019	602	47.20%	274	46.80%	53.20%	62.80%	172
2019/01/24, 4:24 PM	1/28/19 City Council Agenda and F	215	49.30%	102	32.50%	67.50%	49.00%	50
2019/01/22, 10:22 AM	Police Blotter 01-20-19	375	50.40%	183	44.90%	55.10%	71.60%	131
2019/01/18, 3:48 PM	Weekly Report 01/18/2019	601	47.00%	273	46.50%	53.50%	66.70%	182
2019/01/18, 3:12 PM	Performance Art Committee Agen	29	35.70%	10	40.00%	60.00%	40.00%	4
2019/01/17, 4:05 PM	2019-01-21 City Council Work Ses	214	50.00%	103	29.70%	70.30%	33.00%	34
2019/01/17, 8:57 AM	Parks Monthly Jan 2019	562	49.60%	274	33.20%	66.80%	9.50%	26
2019/01/14, 11:24 AM	Police Blotter 01-13-19	372	44.70%	161	47.30%	52.70%	70.20%	113
2019/01/11, 3:16 PM	2019-01-15 Planning & Zoning ep	187	40.70%	74	36.70%	63.30%	33.80%	25
2019/01/11, 2:08 PM	Weekly Report 01/11/2019	600	51.50%	298	41.80%	58.20%	62.40%	186
2019/01/10, 4:14 PM	1/14/19 City Council Agenda and F	214	45.90%	95	34.30%	65.70%	45.30%	43
2019/01/07, 11:40 AM	Police Blotter 01-06-19	371	44.70%	161	48.80%	51.20%	69.60%	112
2019/01/07, 9:34 AM	2019-01-08 Arts Commission Ager	29	42.90%	12	35.70%	64.30%	33.30%	4
2019/01/04, 11:05 AM	Weekly Report 01/04/2019	585	42.50%	239	43.30%	56.70%	70.30%	168
2019/01/03, 4:03 PM	January 7, 2019 City Council Work	215	48.80%	100	34.90%	65.10%	58.00%	58
2019/01/02, 11:10 AM	Police Blotter 12-30-18	370	48.00%	172	46.30%	53.70%	70.30%	121
Totals		6322	46.16%	2887	39.72%	60.28%	52.38%	1623

Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique Opens	Mobile Open Rate	Desktop Open Rate	Click Through Rate	Total Unique Clicks
2019/02/28, 4:03 PM	March 4, 2019 City Council Agenda and Packet	214	43.00%	89	31.80%	68.20%	46.10%	41
2019/02/28, 3:15 PM	March 4, 2019 Planning & Zoning Cancellation	190	39.70%	73	46.40%	53.60%	32.90%	24
2019/02/26, 3:13 PM	February 27, 2019 Performance Art Committee	30	27.60%	8	31.60%	68.40%	62.50%	5
2019/02/25, 12:10 PM	Police Blotter 02-24-19	378	46.80%	171	46.40%	53.60%	68.40%	117
2019/02/22, 3:58 PM	Weekly Report 02/22/2019	604	46.10%	269	48.90%	51.10%	67.70%	182
2019/02/21, 4:15 PM	2/25 City Council Agenda and Packet v2	215	44.90%	93	38.00%	62.00%	48.40%	45
2019/02/19, 9:55 AM	Police Blotter 02-17-19	378	43.00%	157	39.70%	60.30%	70.10%	110
2019/02/15, 1:00 PM	Weekly Report 02/15/2019	603	45.90%	267	49.50%	50.50%	64.40%	172
2019/02/14, 4:01 PM	2/18 City Council Agenda and Packet	214	43.90%	90	36.40%	63.60%	44.40%	40
2019/02/14, 6:32 AM	Parks Monthly Feb 2019	570	44.10%	246	34.90%	65.10%	12.20%	30
2019/02/13, 3:51 PM	2/19 Planning & Zoning Cancellation	188	41.20%	75	32.00%	68.00%	32.00%	24
2019/02/11, 10:58 AM	Police Blotter 02-10-19	377	47.00%	172	41.00%	59.00%	64.50%	111
2019/02/08, 3:58 PM	Weekly Report 02/08/2019	601	46.50%	269	46.60%	53.40%	66.50%	179
2019/02/07, 4:02 PM	02/11 City Council Agenda and Packet	214	45.40%	94	37.10%	62.90%	44.70%	42
2019/02/07, 8:32 AM	February 7 Public Art Committee-cancelled	30	17.20%	5	82.60%	17.40%	0.00%	0
2019/02/05, 5:14 PM	2018-02-07 Public Art Committee Agenda	30	37.90%	11	46.70%	53.30%	36.40%	4
2019/02/04, 10:58 AM	Police Blotter 02-03-19	378	49.20%	180	41.20%	58.80%	67.80%	122
2019/02/01, 2:38 PM	Weekly Report 02/01/2019	603	44.00%	256	45.10%	54.90%	64.50%	165
Totals		5817	41.86%	2525	43.11%	56.89%	49.64%	1413

Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique Opens	Mobile Open Rate	Desktop Open Rate	Click Through Rate	Total Unique Clicks
2019/03/12, 9:06 AM	Police Blotter 03-10-19	380	37.70%	139	42.40%	57.60%	74.80%	104
2019/03/08, 11:55 AM	Weekly Report 03/08/2019	606	44.00%	258	44.80%	55.20%	67.80%	175
2019/03/07, 4:01 PM	3/11 City Council Packet	215	43.00%	89	35.50%	64.50%	46.10%	41
2019/03/07, 8:18 AM	19-328-201 Fire Hydrant Replacem	458	35.50%	135	22.60%	77.40%	19.30%	26
2019/03/07, 8:17 AM	19-329-201 Jefferson St Storm Sev	458	37.60%	143	24.70%	75.30%	23.10%	33
2019/03/06, 11:38 AM	March 7, 2019 Public Art Committe	30	27.60%	8	50.00%	50.00%	25.00%	2
2019/03/04, 12:35 PM	Police Blotter 03-03-19	379	49.90%	183	45.60%	54.40%	69.40%	127
2019/03/01, 2:28 PM	Weekly Report 03/01/2019	605	44.10%	258	41.70%	58.30%	64.70%	167
Totals		3131	39.93%	1213	38.41%	61.59%	48.78%	675

Bids in Progress

- Fire Hydrant Replacement
- Jefferson Street Storm Sewer Replacement
- 2019 Curb Project

Vacancies

- Police Officer
- Maintenance Worker I
- Code Enforcement Officer
- Communications Officer

Upcoming Meetings

- 03-20-2019 - Chief Jan Zimmerman - meeting with Johnson County Missouri Chiefs & Sheriff
- 03-21-2019 - Chief Jan Zimmerman - Greater KC Public Safety Credit Union
- 03-22-2019 - Recreation Coordinator Katie VanKeulen - Farmer's Market Vendor Meeting
- 03-22-2019 - Lt. Aly Abdelgawad - Assessor in Lieutenant Selection Process - Ottawa, Kansas, Police Department
- 03-28-2019 - Capt Roger Mayberry - Cass County Emergency Services Board
- 03-29-2019 - Capt. Jim Wilson & Chief Jan Zimmerman - Raymore Peculiar School Safety Task Force
- 04-03-2019 - Chief Jan Zimmerman - Metropolitan Chiefs and Sheriffs
- 04-09-2019 - Police Chaplains meeting
- 04-10-2019 - Capt. Jim Wilson & Chief Jan Zimmerman - Cass County Chiefs and Sheriff Meeting

- 05-09-2019 - Supervisor Starlith McAdams & Chief Jan Zimmerman - PSAP Managers & PSAP Users Committee meetings

Training Updates

- 03-18-19-2019 - Lt. Abdelgawad - Missouri Crisis Intervention Team Conference
- 03-20-2019 - Emergency Management Director Ryan Murdock - SEMA Tregon A Training Exercise
- 03-28-2019 - Lt. Aly Abdelgawad teaching Building Resiliency: Surviving Secondary Trauma
- 04-02-05-2019 - Parks & Recreation Director Nathan Musteen - Agents of Change Symposium
- 04-03-2019 - Lt. Aly Abdelgawad teaching Building Resiliency: Surviving Secondary Trauma
- 04-03-04-2019 - MULES Conversion training for dispatchers
- 04-04-2019 - Lt. Aly Abdelgawad Building Resiliency: Surviving Secondary Trauma
- 04-08-09-2019 - Capt. Jim Wilson and Lt. Aly Abdelgawad - FBI National Incident Based Reporting System training
- 04-08-09-2019 - MULES Conversion training for dispatchers
- 04-09-10-2019 - Finance Director Elisa Williams - KU Public Manager Certification
- 04-10-12-19 - Finance Director Elisa Williams, Accountant Alexa Williams - Government Finance Officers Missouri State Conference
- 04-10-04-11-19 - Assistant City Manager Mike Ekey, Human Resources Manager Shawn Aulgur - Midwest Public Risk Member Rep. Certification.
- 04-11-2019 - Lt. Aly Abdelgawad teaching Building Resiliency: Surviving Secondary Trauma
- 04-13-16-19 - Development Services Director Jim Cadoret, Associate Planner David Gress, and Planning Commissioner Kelly Fizer - American Planning Association National Conference
- 04-16-2019 - Lt. Aly Abdelgawad teaching Building Resiliency: Surviving Secondary Trauma
- 04-18-2019 - Lt. Aly Abdelgawad teaching Building Resiliency: Surviving Secondary Trauma
- 04-23-26-2019 - Lt. Aly Abdelgawad - Spring FBINAA retrainer
- 04-29-05-03-2019 - Sgt. David Billings & Officer Zach - Basic Crisis Intervention Team training
- 05-03-19 - Human Resources Manager - GKC-IPMA-HR Spring Conference
- 05-06-07-2019 - Officer Nate Rogers - Remington 870 Shotgun Armorer Course

- 05-14-15-19 - Finance Director Elisa Williams - KU Public Manager Certification
- 06-07-2019 - Officer Jesse Walkingstick - Traffic Stops and Vehicle Searches training
- 07-11-2019 - Officer Nate Rogers - Drugged Driving 101 training

Upcoming Community Events

- 03-18-22-2019 - Spring Break Day Camp: 7:00am - 6:00pm, Mon-Fri at the RAC
- 03-22-2019 - Friday Food Fest: Memorial Park @ 6:00pm
- 04-06-2019 - Touch A Truck: Recreation Park @ 9:00am
- 04-21-2019 - Annual Easter Festival: Memorial Park @ 10:00am
- 04-27-2019 - Vaccination Clinic - Foxwood Springs

Major Public Works Projects

-

Major Parks & Recreation Projects

- Hawk Ridge Park Improvements
- TB Hanna Station Improvements (Design)
- Recreation Park Trail - Bridge Replacement
- Park House Demolition
- Recreation Park Ballfield Lights - Fields 1 & 2
- Recreation Park Pond Rehabilitation

Other

- 04-08-2019 - National Telecommunicators Week