

BREG is a collaborative regional initiative to create a strategy for economic growth, composed of eight industry action plans. The collective action plans create a *Blueprint for Regional Economic Growth*.

## ***Our Purpose***

The purpose of BREG is to grow the region's economy, leading to more jobs and a better quality of life for our citizens.

## ***Our Principles***

### **The Region – Our Shared Economic Interest**

South Central Kansas is not defined by borders, but by its economic connections between local producers, their suppliers and common resource organizations, such as schools or industrial sites. We are a region with a diverse portfolio of industries and regional assets.

### **Clusters – Drivers of the Economy**

To build our next generation economy, we intend to grow eight industries that ship goods and services out of the region and bring in new revenue and jobs into the region. These groupings are called “clusters.”

### **Economic Inputs – Foundations for Growth**

To form enterprise, expand businesses and attract companies in each cluster, we intend to excel in delivering what companies in each industry need as a foundation for growth: new skills, innovation, access to financing, excellent logistics, sufficient resources, good governance and quality of life improvements.

### **Collaboration – Using Existing Resources New Ways**

To power growth of existing or new industry, we intend to focus on market-driven actions that use our existing resources in new ways. There is no magic – all of us are either producers or suppliers who can work better together.

## ***Our Approach***

### **Action Focused**

BREG has generated action plans across the region's industries. These plans take the form of practical commitments to actions that will accelerate competitive growth of our region's economic engines.

### **Bottom-up**

BREG is driven by what industries say they need to compete. We do this by “convening the marketplace” of each regional industry that generates jobs and income in South Central Kansas.

### **Market-Driven**

Companies, suppliers and providers will focus on competitive challenges they face on which they are ready to work with others right now.

### **Collaborative**

Our objective is to align or realign input to what industries need to grow. Each industry's producers, suppliers and key private and public “input providers” (training, finance, R&D, logistics, infrastructure) will decide how to use existing resources in new ways – together.



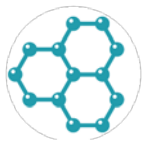
## Regional Clusters

South Central Kansas contains a number of industry clusters, some highly competitive and others just emerging. BREG has organized these eight clusters and defined specific action plans to increase their strengths. Regional business leaders, economic development professionals and leaders from across various support services have formed committees to advance the action plans of these eight clusters.



### Advanced Manufacturing

Our regional advanced manufacturing cluster produces agricultural machinery and equipment, powered home lawn and garden equipment, construction machinery and woodworking machinery, as well as work on metal and metal products for machinery.



### Advanced Materials

Our regional advanced materials cluster is an emerging group consisting of composites, advanced plastics and elastomers. This includes advanced materials research, development and production companies. Advanced composite materials have been produced in the region for over 20 years.



### Aerospace

Our largest and most specialized cluster is aerospace, led by aircraft manufacturing, particularly private aircraft. This includes aircraft parts and equipment, growing search, detection and navigation instruments, and engineering services.



### Agricultural

Our agriculture cluster consists of food production from farming through processing. This includes wet milling, crushing oilseeds, refining and blending vegetable oils, as well as cut and pack meat processing and meat by-products.



### Data Services and IT

Our regional data services and IT cluster includes manufacturers of semiconductors, integrated circuits, memory chips, microprocessors, diodes, transistors and other optoelectronic devices. Companies in this cluster also provide data services – writing, testing and supporting custom software, planning and designing integrated hardware, software and communication infrastructure and on-site management of computer systems and data processing facilities.



### Health care

Our regional health care cluster is a large employer that includes organizations providing preventive, curative and rehabilitative services offered by healthcare providers, hospitals, specialized treatment centers, clinical trials and public health organizations.



### Oil and Gas Production

Our regional oil and gas cluster includes the entire production and transport process with many companies from exploration and production of crude petroleum and natural gas to sulfur recovery from natural gas, recovery of hydrocarbon liquids and refining.



### Transportation and Logistics

Our transportation & logistics cluster is most concentrated in long-distance freight and warehousing. Warehousing and storage offers services to manufacturing, wholesale and retail sectors. There is a strong presence in rail support including servicing, routine repairs, maintenance on railcars, loading/unloading railcars and operating independent rail terminals.



## **Regional Cross-cutting Initiatives**

BREG has also identified five cross-cutting initiatives that affect one or more of the industry clusters. Five action teams have been created around these initiatives with the goal of align existing resources and solving the economic growth challenges shared across our regional industries.

### **Communications/Marketing – Regional promotion and branding**

- Representatives of the region's major communications and marketing firms have formulated an initiative with local industry to create an integrated communications strategy to promote the region internally and externally. The representatives will formulate a strategy including messages targeted to support specific industries.

### **Exports – Promoting, education and financing**

- Representatives of the region's major industries, governmental bodies and economic growth organizations completed a year-long process to create a strategy for increasing the region's exports. The resulting strategy's objectives and projected results align closely with the needs of the BREG clusters. As a result, the Export Plan has been integrated with the BREG strategy as a key cross-cutting initiative.

### **Innovation – Research, development, testing and evaluation**

- Research and development professionals from regional universities, commercial firms and research support organizations have created an initiative to provide multiple innovation mechanisms throughout the region. These professionals will meet with their counterparts in regional industries to identify their needs and institutional constraints. The cross-cutting initiative will develop mechanisms to improve the flow of innovation to specific cluster companies, resulting in solutions comprising a mix of new intermediary mechanisms, networks and partnerships.

### **Telecommunications Logistics – Bandwidth capacity**

- Representatives of regional communications companies, wireless and switching and network service providers and systems suppliers will work to develop plans for increasing the region's bandwidth capacity. These representatives will meet with each cluster to understand their individual and shared communication logistics needs and work to define and provide systems and services that will improve the region's bandwidth capacity.

### **Workforce – Education and training**

- Education and workforce development organizations have created an initiative to launch a program that will support multiple industry clusters. Education institutions from K-12, vocational trainers, community colleges, universities, and private trainers will meet with their industry counterparts in each cluster to understand skill needs and develop new ways to prepare workforce skills for each cluster.