



**EL DORADO  
INC.**

*An Economic Development Partnership*

**2022 SCORECARD**

El Dorado saw strong project activity in 2022 with interest from both domestic and international companies.

Active project leads continue through El Dorado Inc.'s contacts with the Kansas Department of Commerce, Greater Wichita Partnership and from regional commercial real estate consultants.

## RAISING El Dorado's Profile

# 2022

**165+** meetings

**10** board meetings

**10** advisory board meetings



**3** housing development starts –

**25** homes

Average home cost – **\$189,000**

**\$6.1 Million** in new home construction

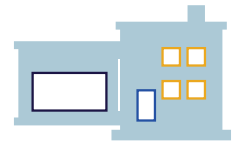


**11** conferences attended in

**10** cities



**27** commercial permits issued valued at **\$13.6 Million**



**30** project RFP responses



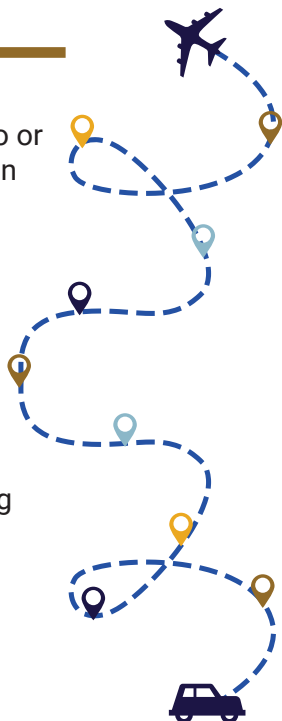
**12** states traveled to or through – conferences in

**six** states

**8,766** miles traveled

**29** Uber trips totaling

**231** miles for conferences



**1** IRB incentive passed

**2** ongoing CDBG grants in El Dorado

**40+** local project assistance



**33** board members

**19** ex-officio members of the board





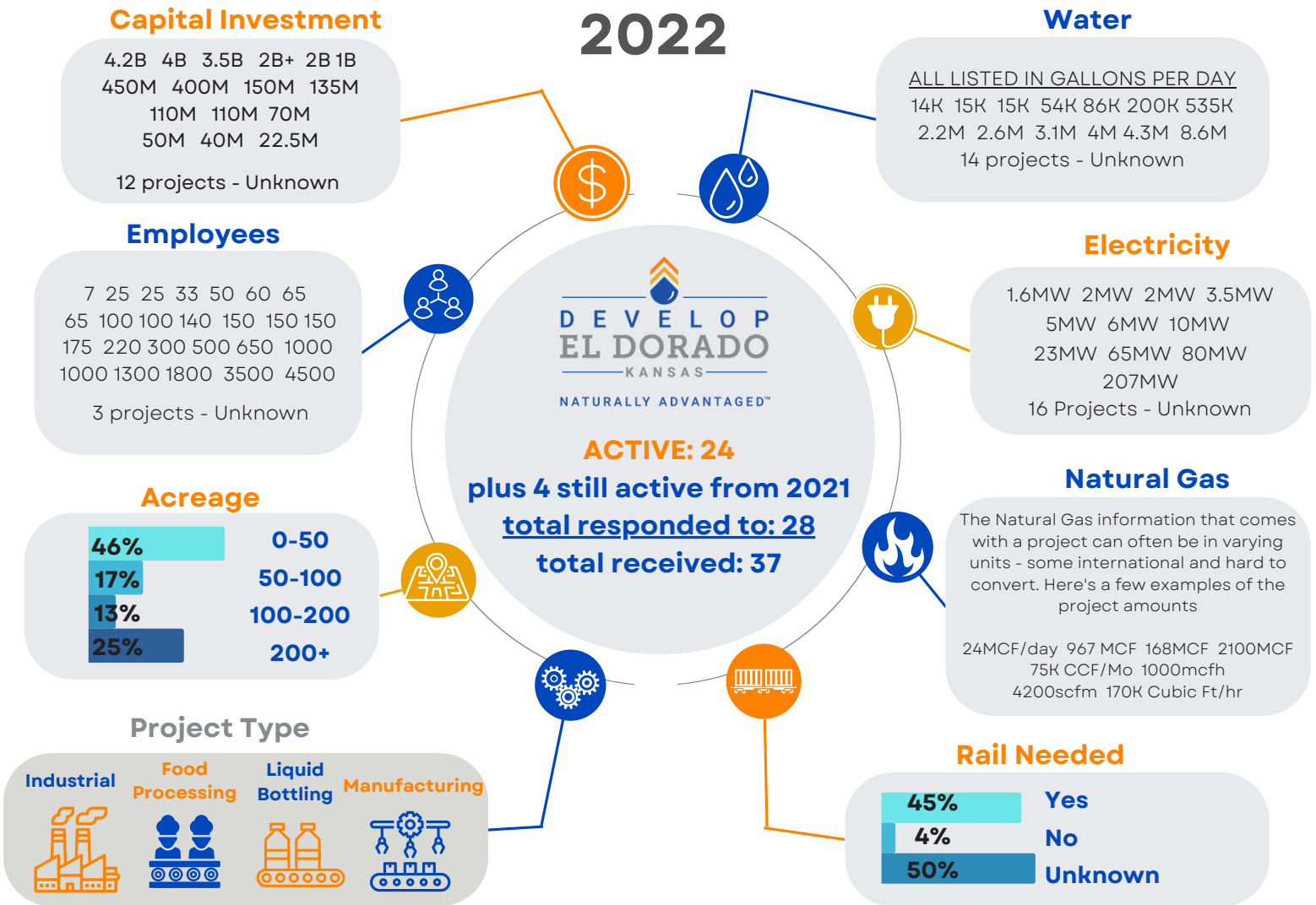
# Organization Involvement:

- Wichita Area Outlook Team
- Greater Wichita Partnership (GWP)
- Kansas Economic Development Alliance (KEDA)
- Team Kansas
- GWP – Strategic Advisory Team
- Regional Economic Development Group

Sarah Hoefgen, El Dorado, Inc.'s Executive Director, graduated from the University of Oklahoma Economic Development Institute (OU EDI) on October 20, 2022 at the OU EDI Fall session. OU EDI is an intensive 117-hour certificate program which provides a broad spectrum of advanced education for economic development professionals.

## Requests for Proposals

### 2022



# Develop El Dorado Industry Attraction Campaign:



- In addition to public funding, **secured additional private business involvement to supplement** the implementation of the campaign

## ✉ 20 Targeted Email Blasts: January – December 2022

- Sent to **nearly 850** including Gazelle.ai contacts
- **14.503%** open rate
- Click through rate **26.20%**
- Total website visits: **2,400**
- **8,700** impressions

## ✉ Direct Mail

- **Initial direct outreach** (water bottles) sent to funding partners and key regional stakeholders
- **Personal follow up** campaign initiated with high potential leads

## 🚁 Virtual Site Tours

- **Self-guided virtual tours** with still photography, drone and video on dedicated microsite through ArcGIS
- **Plans include all available properties**

## 📄 Marketing Materials

- **West Industrial Brochure** created
- **Business Xpansion** editorial profile and ad
- **Panel Card** to handout while at Select USA
- **Proposal Template** created for use on responses

El Dorado is an ideal location for companies looking for a rich, pristine industrial water source and abundant accessibility to transportation, land and talent.

- 10 Million Gallons per DAY (MGD) of "firm or drought-resilient" water supply available for industrial use
- Located mid-point on the emerging I-35 Corridor Megalopolis
- Easy access to the supply chain – two interchanges with access to I-35 within two miles from industrial sites

316.321.1485  
shoefgen@eldorado-inc.com  
developdorado.com

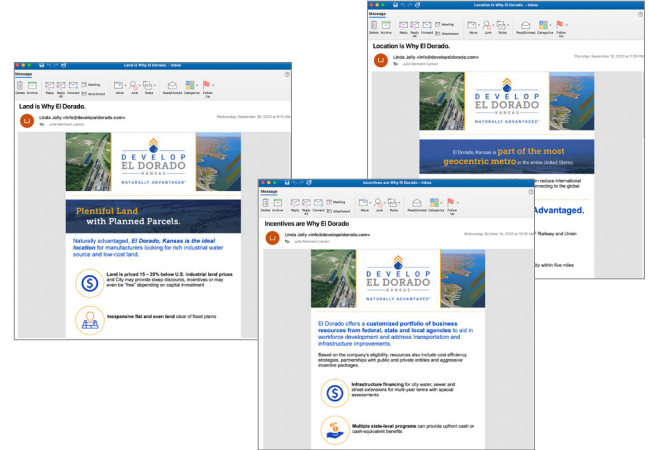
**Project XYZ**  
El Dorado, KS - Site 103

El Dorado, Kansas is the ideal location for high volume industrial water users.

- 8,400-acre lake
- 370-million gallons of storage capacity
- 10 MGD of "firm or drought-resilient" water supply available for industrial use
- 314 MGD of storage capacity for the entire 100% of the one-million-acre property the size of 1,600 football fields

Abundant Accessibility

- Access to two Class 1 Railroads - BNSF Railway and Union Pacific
- BNSF served industrial facility within two miles
- Union Pacific has industrial sites within two miles from industrial sites
- Daily access to I-35
- Located centrally between I-35 and I-49
- Multiple executive airport with a 4,200-foot runway
- Utilities proximity to Energy and Kansas Gas Service



**RELIABLE, RESILIENT Water Source.**

El Dorado, Kansas is the ideal location for companies abundant and pristine water.

El Dorado, Kansas. Naturally Advantaged.

Located in the picturesque Flint Hills of South-Central, Kansas... within the Wichita for companies looking for a rich industrial water source and abundant accessibility

- Flat and even land clear of flood plains
- Drought-ready properties, business and industrial parks
- 10 Million Gallons per DAY (MGD) of "firm or drought resilient" water supply available
- Educated, trained and technologically skilled workforce
- Home to **HighlyResilient**, the largest refinery in Kansas

El Dorado is ripe with opportunity and has the capacity to show up the right type of investment.

**Our Labor Pool Runs Deep.**

- In-place work ready partnerships with school districts and higher education institutions
- Located near large labor shed within a 50-mile radius
- 20 minutes from Wichita
- Access to local and regional workforce programs

**Abundant Accessibility.**

- Access to two Class 1 Railroads - BNSF Railway and Union Pacific
- Turnkey facility with available rail spur capacity
- Easy access to the I-35 Kansas Turnpike (two interchanges)
- Multiple executive airport with a 4,200-foot runway
- Utilities are served by Energy and Kansas Gas Service

**El Dorado, Inc. - Your Go-to-Team**

A public-private collective committed to advancing El Dorado's economic growth, we are focused on attracting companies who need high volumes of pristine water to the City.

We provide confidential support for your site selection project and will help you discover El Dorado's potential, making it easier for you to analyze and select the right El Dorado property for your company.

**CONTACT US TO LEARN MORE.**

Shoefgen Executive Director - El Dorado, Inc.  
shoefgen@eldoradoinc.com • c 316.706.5293  
316.321.1485 • info@developdorado.com

**West Industrial Area**

Parcels 10, 11 and 12  
321-Acres  
Owned by the City of El Dorado

Parcels 13 and 14  
511-Acres  
Future expansion and privately owned by industrial water

**Industrial Water and Infrastructure**

- Source of El Dorado water is the 8,400-acre El Dorado Lake with a 30 billion gallon storage capacity
- City of El Dorado owns the municipal water rights to El Dorado Lake
- 10 million gallons per day of drought resilient water is available for industrial use

Take a virtual site tour at [developdorado.com](http://developdorado.com)

**Population Within a 50-Minute Drive: 713,844**

- 125,154 have received a GED or high school diploma
- 68,072 were manufacturing workers prior to the pandemic

**Utilities and Services**

**Rail:**

- Community site features Two Class 1 Railroads
- Union Pacific has industrial land just north of the property line
- BNSF Railway has ability to serve the High-Speed Rail for transit to facility

**Electrical Energy:**

- Economic Development Hub
- Renewable Energy Solutions
- Natural Gas, Kansas Gas Service
- Sustainable Solutions

**Water & Sewer:**

- El Dorado Lake is an 8,400-acre US Army City of Drought-Resilient Lake and is the source of municipal water for El Dorado, Kansas with a 30 billion gallon storage capacity
- The City of El Dorado owns the municipal water rights to the lake
- El Dorado has 10 MGD drought resilient water available

**Flour and Macadamia Nut:**

- Service Provider - Valley's a division of Butler Electric Cooperative, AEEC Gas and Electric