



The K-10 Highway between Lawrence and Johnson County, Kansas carries the trademark name . . .



“ . . . A SHOWCASE 21ST CENTURY COMMUNITY”

The 21st century demands innovative strategies and regional policies for communities.

The K-10 Association, 50+ member public/private partnership includes 6 cities, 2 counties, 3 universities and public educational institutions, businesses, developers and economic development officials who actively support, practice and are committed to the vision. The association is an independent, non-profit, non-partisan forum committed to cooperation and corridor planning efforts among its members and endorsed by Douglas and Johnson Counties, and the cities of DeSoto, Eudora, Lawrence, Lenexa, Olathe and Overland Park.

THE BENEFITS OF MEMBERSHIP . . .

- Participating in association meetings, forums and decisions
- Newsletters of corridor issues, new developments, facts and trends
- Return on your membership investment through balanced development of AMERICA'S SMART CORRIDOR
- Confidential site selection assistance in the region's most vibrant cities
- Ensuring thoughtful, state-of-the-art planning is carried out
- Participating and contributing to an atmosphere conducive to quality development

And a great place to live and play!

BECOME A MEMBER . . .



President, Rob Heise, Heise-Meyer
 Ron Ryckman, Councilmember, City of Olathe
 Annabeth Surbaugh, Chairman, Johnson County Commission
 Mike Amyx, Commissioner, City of Lawrence
 Dick Stephens, Stephens & Company
 Don Horine, George Butler Associates

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 Pat Daniels, The Land Source
 Ron Williamson, BWR
 Jim Coyle, Cedar Creek Development
 Eric Danielson, Treanor Architects

EXECUTIVE DIRECTOR

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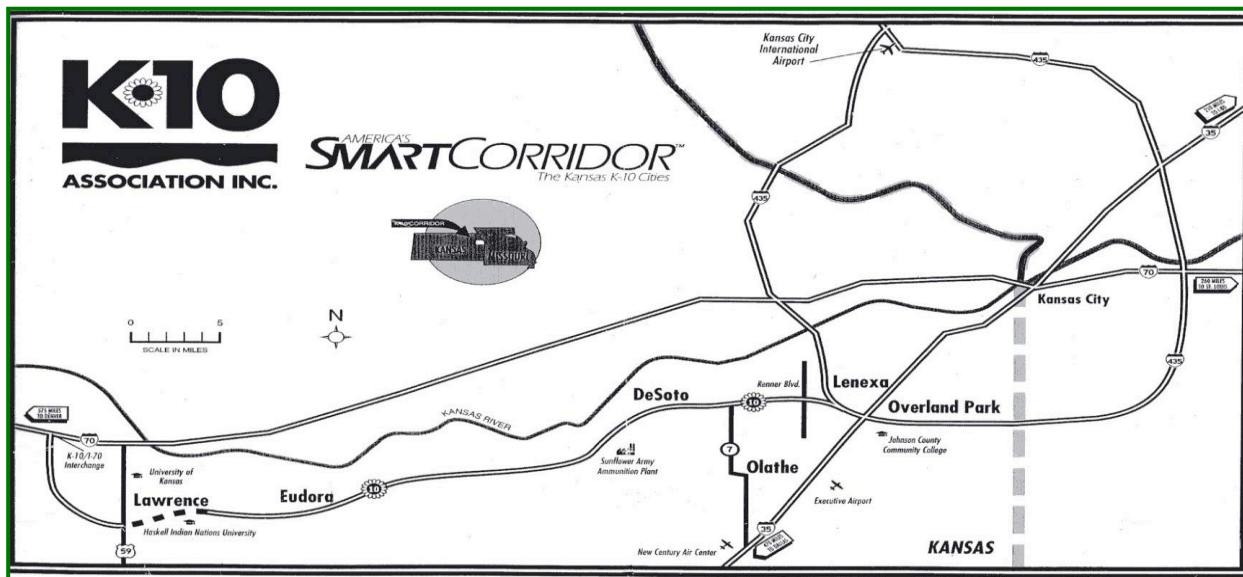
THE K-10 CORRIDOR IS A LEADER IN THE NUMBER OF BIOSCIENCE AND HIGH-TECHNOLOGY COMPANIES IN THE MIDWEST . . .



SMART TECHNOLOGY



SMART WORKFORCE



Association Strategies . . .

1. **Maintain Community Coordination and Cooperation**
2. **Seek Balanced Economic Development**
3. **Strive for Orderly, Compatible and Sustainable Land Use**
4. **Ensure Quality of Development Appearance and Design**
5. **Preserve Open, Natural Areas and Agriculture**
6. **Ensure Safe and Varied Transportation**

Recent Successes . . .

- **Adopted design standards for the 29 mile corridor used by all jurisdictions**
- **Home to the highest concentration of bioscience companies in the region**
- **Home to new K-State University Innovation Campus**
- **Implementing public transit and regional bike trail linking communities**

- **Douglas and Johnson Counties highly educated work forces lead the nation**
- **Johnson County ranks 4th in the US in percentage of population with a college bachelor's degree and Lawrence ranks by Forbes as 7th smartest city in the US**
- **Productivity in Kansas is 14.5% higher than the national average**

SMART INSTITUTIONS

- **The University of Kansas serves more than 28,000 undergraduate and graduate students**
- **Johnson County Community College consistently ranked one of the nation's best community colleges**
- **Public school districts ranked in the top 25 school districts in the nation**
- **New K-State University Innovation Campus under development**