

Attachment A.

Minor Wording Changes – *Italics/Underline*
New Activities – **Bold/Underline**



**2002 – 20078 STRATEGIC PLAN
ECONOMIC DEVELOPMENT
Proposed 2008 BUSINESS PLAN**

November 26, 2007

GO Topoka 20078 PERFORMANCE MEASUREMENTS

1. Attract 450 500 new jobs.
2. Attract capital investment over \$35 \$50 million and wages at or greater than 80% of the average Shawnee County wage rate.
3. As part of the Business Retention and Expansion Program, conduct 200 one-on-one business visitation calls with local area businesses inclusive of the 50 leading employers.
4. The Disadvantaged Business Enterprise Development Program will achieve the following:
 - ~~Establish a microloan program which will provide a minimum of \$200,000 in microloans (subject to availability of funds).~~
 - **Serve as the originator for the microloan program, DBE staff will aggressively promote the microloan program and report quarterly on activities and number of referrals.**
 - Maintain incubator facilities.
 - Conduct a minimum of four First Step FastTrac Programs (program developed by Ewing Kauffman Foundation to assist business startups.)
 - Conduct a minimum of forty (40) twenty (20) orientation sessions averaging eight participants per session will provide overview of First ~~Session Opportunity Fund~~ an overview of the programs and services available to small businesses.
 - Conduct networking and business lead opportunities for socially and economically disadvantaged business enterprises and the small, minority, and women-owned businesses.
 - Conduct on-going educational classes, training seminars, i.e. bookkeeping, accounting, legal, marketing, etc. Continue ~~refine~~ develop a progressive the mentor program, which is established to assist DBE participants to succeed as a small business.
5. Increase the number of jobs created through entrepreneurial startups in the region through the promotion of new technology deployment programs.
Focus efforts on the growth of the bioscience industry in the area.
 - **Identify and analyze the existing, established clusters in the Bioscience industry in the area and develop strategies for strengthening our competitive position.**

6. Target all economic development efforts to result in a regional economy capable of sustaining growth at a rate of 1.5% population growth annually within ten years by inducing residents to stay in Topoka/Shawnee County by improving the quality of life by development of the Advantage Topoka Program.

**DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN**

**2007 8 Business Plan
New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
<p>Increase employment base and provide increased business opportunities.</p>	<p>Work with Competitive Strategies Group (CSG) in providing innovative solutions for economic development success in a highly competitive global market. CSG will undertake an analysis of Topelka's economic and demographic trends and developments complete an assets and challenges assessment and recommend five industry targets for company relocation and expansion. Upon completion of the above, they will incorporate the findings into the development of an overall strategic plan to include but not limited to: short and long term strategies; quantifiable milestones and measurable objects.</p> <p>Develop a marketing program geared towards the attraction of the five targeted industries: warehousing/distribution, shared services, value-added food manufacturing, business and professional organizations, and animal and pet products manufactured and</p>	<p>Continue <i>Develop</i> a marketing campaign through print media, <i>e-mail</i> to <i>national site consultants</i> and direct mail to include general image, building/awareness and target market recognition</p>	

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2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
	<p><u>research.</u></p> <p>Market community globally and create a unified marketing brand.</p>		
		<p>Conduct one-on-site selection visits with consultants, corporate real estate executives, and developers.</p> <p>Host a gathering of national site location consultants and other allies to inform them of the advantages and benefits of doing business in the region.</p>	
	<p>Leverage downtown office space through a cooperative marketing effort and packaged incentive program by DTI, owners/brokers/GO Topoka aimed at attracting new primary employers to the community with a target of 50 or more employees.</p>	<p>Coordinate with DTI and others in preparing <i>and implementing</i> a comprehensive marketing plan geared toward identifying potential prospects</p> <p>Work with DTI to assess potential of significant downtown redevelopment/investment opportunities.</p>	

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**2007 8 Business Plan
New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
Develop policies and procedures inclusive of performance measures for utilization of incentive funds for new and expanding businesses	Increase the number of jobs created through entrepreneurial startups in the region through the promotion of new technology deployment programs	Review and update incentive threshold guidelines Partner with groups such as the Small Business Development Center, the Washburn University School of Business, the Washburn University School of Computer Science and the Wakarusa Economic Development Corporation in assisting business start-ups and expansion	
Increase new prospect leads.		Conduct targeted business development missions throughout the U.S. with staff, community leaders and elected officials. Continue to develop and improve upon our ongoing communications with national site consultants across the country i.e. electronic e-mail to site consultants keeping them informed of new developments, positive media on the community, potential for local and state incentives, etc.	
		Participate in three or more targeted industry specific trade shows. Participate with KDOC, The Kansas Bio Science Authority, and KCADC in hosting three or more events with national site consultants.	

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2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
	Increase internal capabilities to promote and sell the community and leverage opportunities in order to increase our overall effectiveness at creating higher paying jobs.	Conduct community tours including showcasing potential sites and buildings with business representatives, site consultants, developers, and brokers. Make continuous improvements to web site for accessibility, communication of purpose, ease of navigation, links, and visual impact.	
		Build a strong database (economic and demographic statistics, cost of living, etc.) to be accessed online or hard copy.	
		Strengthen ongoing relationships with area economic development allies.	
		Highlight major activities and successes of Chamber/GO Topeka.	
		Continually look to enhance capabilities for prospect presentations, custom proposal capabilities as well as the development of collateral materials.	
		Maintain data on available buildings and sites via website. Explore adding a GIS component to the web site that would offer a geographic information system component to analyze the	

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New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
		<p>demographics within a certain radius of each property.</p>	
		<p>Prepare annual report highlighting accomplishments and progress for the year.</p>	
	<p>Increase the availability of industrial and commercial sites to market to new and expanding businesses.</p>	<p>Work with MTAA to develop Forbes to its highest and best use.</p>	
		<p><u>Take a proactive stance to identify large scale quality sites and conduct due diligence.</u></p>	
	<p>Target all economic development efforts to result in a regional economy capable of sustaining growth at a rate of 1.5% annually within ten years by inducing residents to stay in Topeka/Shawnee County by improving the quality of life.</p>	<p>Support the community visioning process to concentrate community public and private efforts.</p>	
	<p><u>Support the community visioning process to concentrate community, public and private efforts.</u></p>	<p><u>Attend focus group meetings.</u></p> <p><u>Assist with other appropriate tasks as needed.</u></p>	

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New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
<p>Develop enablers to economic growth</p>	<p>Build alliance between business individuals, higher education and government dedicated to building a competitive advantage for regional businesses and sparking innovation.</p>	<p>Link area business entrepreneurs with local and regional resources for technical and innovation assistance such as the Manufacturing and Technology Enterprise Corp., University Centers for Excellence, KTEC, Washburn University, Chamber, GO Topeka, and others.</p>	
	<p><u>Focus efforts on growth of the bioscience industry in the area</u></p>	<p><u>Market the area as the Kansas "Knowledge Corridor."</u></p> <p><u>Establish a roundtable of local and state professionals with knowledge base of the life sciences-bioscience industry to begin dialogue of how Topeka/Shawnee County can be proactive in growing the industry sector as well as complement the existing base.</u></p> <p><u>Undertake a study to assemble data on the existing bioscience industries in</u></p>	

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GOALS	STRATEGIES	ACTION PLAN	
		<p><u>Topeka/Shawnee County and comparative cities and regions, and identify those subsectors on which Topeka Shawnee County should focus its efforts; evaluate the national, regional, and local factors that shape opportunities for development; recommend the strategies and actions necessary to achieve the potential, including marketing, providing infrastructure and fostering an entrepreneurial climate.</u></p>	
	<p>Establish a Topeka Science and Technology Council. Continue to seek additional military mission growth at the 190th ARW.</p>	<p><i>Work closely with the 190th ARW along with the Governor's Military Council and the Congressional Delegation.</i></p>	
	<p>Maintain high level of public/private support for economic development. Build consensus support and organizational strength.</p>	<p>Set up speaking engagements at civic organizations, NIA's, professional groups, etc.</p>	

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New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
Create an environment for organizational excellence and opportunities for leadership development and cooperation.	Establish Chamber/GO Topeka as the leading economic development organization in the Topeka/Shawnee County area. Offices will be the first stop and "GO TO" organization for new and expanding businesses	Develop informational programs/and promotional brochures encouraging businesses to utilize the services of Chamber/GO Topeka.	
		Establish an economic development roundtable of area plant managers and CEO's to provide a forum for exchange of ideas.	
		Participate in professional economic development organizations to further strategic plan.	
Develop opportunities to enhance the image and identity of Topeka/Shawnee County.	Create positive image and identify for Topeka/Shawnee County (locally and nationally).	<i>Advertise in national trade publications as well as provide write up material for editorials emphasizing new developments, assets of the community, new legislation, etc.</i>	
	Enhancing gateways to the community.	Work with government and private enterprise to assemble necessary resources to improve the visual aesthetics at Topeka major gateways.	
		Work with City of Topeka for successful submission of KDOT trafficway enhancement grant.	
Improve area's export expertise and ability to attract foreign	Identify, develop and promote international trade and investment.	Increase participation with International Trade Division of	

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New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
investment		KDOC to develop trade and investments.	
Secure additional resources to further Chamber/GO Topeka goals.	Enhance federal support for local economic development & priority community projects.	Retain Washington consulting firm to assist in acquiring federal funding.	
<u>Further enhance local support for economic development programs.</u>	<u>Increase communication with major investors.</u>	<u>Invitations to special events for new company representatives, groundbreakings, and announcements.</u> <u>Annual Investors Only Briefing</u> <u>Quarterly updates and annual report</u>	

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2007-8 Business Plan
Business Retention and Expansion

GOALS	STRATEGIES	ACTION PLAN	
<p>Create a strategic system for the retention and expansion of existing business and industry.</p>	<p>Develop an in-depth visitation plan that will assist in the identification of companies at risk and companies that have the potential to grow.</p>	<p>Make <i>Conduct</i> 200 visits per year including the top 50 major employers. Continue developing/maintaining a solid database which will greatly enhance the efforts of the business retention program.</p> <p>Request feedback on concerns, and general issues they have about doing business in Topeka.</p> <p>Analyze the discovered data and research the financial strength of the industry and its potential for growth.</p> <p><u>As a result of the visitation program, complete a semi-annual report highlighting major reoccurring issues, identified workforce training needs, etc.</u></p>	
		<p>Identify company problems and take immediate action to resolve.</p>	
		<p>Travel to the home offices of local companies to assist local managers <i>industries</i> improve their position for future growth.</p>	

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2007-8 Business Plan

Business Retention and Expansion

GOALS	STRATEGIES	ACTION PLAN	
		Provide training for staff to conduct an effective business retention expansion program.	
		Continue working with expansion/assistance team that involves representatives from the state and others from the community in order to offer possible incentives and business advice.	
	Create increased awareness of local, federal and state incentives.	Offer quarterly <i>educational workshops to learn more about on available local, state and federal incentives/resources and as well as assistance available through the SBDC and DBE programs.</i>	
		Track answers on problems from questionnaires and feedback from other sources. Notify proper authorities as soon as possible. Take a pro-active approach to solving any problems. Report back to the company periodically on the progress that is being made.	
	Recognize local area businesses for their contributions to the local economy. Expand on annual small business awards recognition program.	Conduct a small business awards program annually.	
		Nominate several of Topeka's businesses for the state's Business Appreciation Awards.	

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2007-8 Business Plan
Business Retention and Expansion

GOALS	STRATEGIES	ACTION PLAN	
		Highlight accomplishments of area companies in Chamber's newsletter.	

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**2007 8 Business Plan
Small, Minority and Women-Owned Business Development**

GOALS	STRATEGIES	ACTION PLAN	
<p>Broaden and diversify economic base.</p>	<p>Support, promote, sponsor, coordinate and develop programs to improve the talent pool, available financing, business environment, and entrepreneurial spirit in order to develop new employers and nurture small business growth in Topeka and Shawnee County</p>	<p>Continue to work <i>working</i> with the DBE Advisory Council and others to promote programs that can be of assistance to entrepreneurs, small business startups, and minority and women businesses.</p>	
		<p>Maintain a Micro Loan Program for small businesses utilizing the support and help of GO Connection, HND-City of Topeka and GO Topeka.</p>	
		<p><u>Develop</u> <u>Maintain</u> a mentoring program to provide assistance to small, women-owned and socially disadvantaged businesses.</p>	
		<p>Continue building upon the One Stop Program for new and expanding small businesses, utilizing the Washburn University mall Business Center, DBE Programs, SCORE, Wakarusa Development, Inc., and GO Connection services to assist small businesses.</p>	
		<p>Provide education/training opportunities in specific areas, such as writing a business plan, Quick Books instruction, small business orientation, marketing, etc.</p>	

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2007 8 Business Plan
Small, Minority and Women-Owned Business Development

GOALS	STRATEGIES	ACTION PLAN	
		<p>Continue to provide orientation sessions throughout the community to educate entrepreneurs on the availability of the micro loan program, link deposit program, business assistance at the one stop office, and other business assistance, counseling programs and educational programs for small, minority, and women business development...</p>	
		<p>Provide networking opportunities: SBDC, Wakarusa Valley Development Corp., Downtown Topeka, Inc., Chamber, GO Topeka, <i>KDOC, KATS</i> KTEC, GO Connection, Topeka/ Shawnee County Purchasing Roundtable, Kansas Department of Commerce, and Network Kansas.</p>	
		<p>Review incubator facilities in Topeka/Shawnee County and determine needs.</p>	
		<p>Continue to further develop the First Step FastTrac Program (FSFT)</p> <ul style="list-style-type: none"> • Conduct four (4) FSFT classes and explore adding two (2) classes – Spanish and Child Care. • Maintain contact with Fast Trac graduates via alumni 	

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2007 8 Business Plan

Small, Minority and Women-Owned Business Development

GOALS	STRATEGIES	ACTION PLAN	
		<ul style="list-style-type: none"> association and other methods to determine their current status and assess additional needs. Identify how many of the First Step graduates have started a business and have received assistance from DBE programs, such as microloans, mentoring, etc., and/or how many of the graduates have received conventional financing to start their businesses. 	
		<p>Partner with federal, state, city, county programs to present procurement and business development opportunities for minority and women owned businesses.</p>	
		<p>Conduct <i>outreach</i> meetings with community leaders and organizations to educate Hispanics and African Americans and other minorities about what options are available for small business development.</p>	
		<p>Maintain and update a minority and women owned business directory to be distributed to businesses and organizations looking for Minority Business Enterprises and Women</p>	

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2007 8 Business Plan

Small, Minority and Women-Owned Business Development

GOALS	STRATEGIES	ACTION PLAN	
		Business Enterprises and to prospects inquiring about the diversity in Topeka/Shawnee County.	

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2007 8 Business Plan
Workforce Development

GOALS	STRATEGIES	ACTION PLAN	
Identify skills needed by existing and targeted industries in Topeka/Shawnee County area annually.	Identify workforce availability	Work with Heartland Works to improve workforce reporting data for Topeka/Shawnee County	
Create a system that provides the needed skilled workforce to meet the needs of our targeted industries and existing industry.	Develop a plan for a health care career-ladder. Provide opportunities to educate area employers on available resources/training to meet their growing workforce needs.	Organize employers and educators to implement a healthcare career-ladder system. Coordinate with Heartland Works/Workforce Centers, Kaw Area Technical School, and KDOC to provide forums and workshops to educate area businesses on retaining and hiring a skilled workforce. <u>Coordinate "like industries" for roundtable discussions of the skills needed for future employees.</u> <u>Coordinate with KATS, Heartland Works and the Workforce Center in exploring funding and training programs for a future pipeline of employees with specialized</u>	

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2007 8Business Plan
Workforce Development

GOALS	STRATEGIES	ACTION PLAN	
	Assist <u>in the</u> development of branding and marketing of the Topeka Workforce <u>Center and Heartland Works services.</u>	Participate in the State of Kansas' Task Force in preparation of plan and budget to brand and. Market the <u>services/funding</u> of the Topeka Workforce Center <u>and Heartland Works.</u>	
		Continue working with the regional WorkKeys committee in order to implement and encourage area employers to require new hires to have the certificate available.	