



Economic Development

**3rd Quarter 2012
Year-to-Date**

Report to JEDO





Executive Summary 3rd Quarter/year-to-date 2012

GO Topeka staff continues to strive in 2012 to achieve the annual goals set, to ensure continued economic development success for Topeka and Shawnee County.

The New Business Attraction program has to date met with 181 site location consultants and corporate real estate professionals in face to face meetings. Additionally as of September 30, the current portfolio of New Business Attraction projects includes 19 Projects, capturing potential for 4405 new direct jobs and \$623,400,000 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program has made 117 company visits during the first three quarters of 2012, and is currently working on nine projects which based on data received to date, represent \$1.5 Million in new capital investment and 229 direct new jobs. During the third quarter, staff successfully assisted three companies expansions with the results of 170 new jobs created and \$8.7 Million in capital investment.

Workforce Development initiative continues to build strong relationships with area businesses. During the third quarter, staff provided multiple opportunities for the business community and education institutions to communicate with each other about workforce needs and skill gaps for their open positions. The 4th year of WorkKeys testing of all Shawnee County high school seniors has begun and work continues toward providing a WorkREADY! certificate for every student who completes the testing. This will be an additional tool for employers to determine the knowledge base of a potential new hire candidate.

The Entrepreneurial and Minority Business Development program has developed and administered ten seminars/workshops/orientations to date in 2012, serving (247) entrepreneurs. EMBD has met with (51) entrepreneurs for small business counseling meetings that are apart from workshops and seminars (69%, of third quarter clients are from the priority population). Additionally, EMBD has graduated the 32nd Class of First Step Feasibility Course Entrepreneurial Clients. Finally, the Topeka Shawnee County First Opportunity Fund has closed two new loans supporting the low income target market.

The following third quarter report gives much more detail as to all of the accomplishments and activities of GO Topeka staff for 2012 year to date.

New Business Attraction
Team Leader: Dawn Wright

GOAL 1: Create substantial prospect activity through suspect lead generation and servicing new qualified projects that have a high level of interest in Topeka/Shawnee County.

Goal 1.1: Development of 50 new prospects (viable project generation, sites/buildings proposal submitted)

Progress 1st Quarter

- 14 New Prospects-Sites and/or Buildings and possible incentives submitted

Progress 2nd Quarter

- 6 New Prospects-Sites and/or Buildings and possible incentives submitted

Progress 3rd Quarter

- 16 New Prospects- Sites and/or Buildings and possible incentives submitted

Goal 1.2: 10 new qualified projects (formal incentive proposals submitted to company)

Progress 1st Quarter

- 2 Projects

Progress 2nd Quarter

- 3 Projects

Progress 3rd Quarter

- 5 Projects

Prospect-viable project determined/generated through Suspect Touch Points-Leads

Project-active project for which a proposal has been submitted to the company by GO Topeka

Goal 1.3: 225 personal contacts with Site Consultants and National Corporate Realtors over course of year (face to face meetings)

Progress 1st Quarter

- Face to face meetings with **54** Site Consultants and National Corporate Realtors at NAI Global Conference, Kansas Department of Commerce meetings, Site Selectors Guild, and Industry Week Roundtables in Colorado, Florida, Nevada, and Maryland

Progress 2nd Quarter

- Face to face meetings with **84** Site Consultants and National Corporate Realtors at Kansas Department of Commerce Dallas Luncheon and Dinner, Industry Week's Roundtable in the South, GO Topeka hosted luncheon and dinner in

Atlanta, Industrial Asset Management Council meetings and dinner, GO Topeka
In-community event Nitro-Night

Progress 3rd Quarter

- Face to face meetings with **43** Site Consultants and National Corporate Realtors at Kansas Department of Commerce Chicago Dinner, Society of Industrial and Office Realtors Day, and Kansas City Area Development Council hosted Site Consultant meetings.

GOAL 2: **Generate new community and individual wealth and prosperity through new capital investments and new/retained primary jobs that pay the average wage or higher for Shawnee County and provide health insurance for the employees.**

Goal 2.1: Attract new capital investment (new and expanding primary employers)

Progress 1st Quarter

- No report 1st Quarter

Progress 2nd Quarter

- As of June 30, 2012 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
25 Projects
\$440,400,000 Capital Investment
- As of June 30, 2012 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
9 Projects
\$6,000,000 Capital Investment (7 projects have not released expected capital investment to GO Topeka to date)

Progress 3rd Quarter

- As of September 30, 2012 Current GO Topeka Portfolio of New Business Attraction Projects includes:
19 Projects
\$623,400,000 Capital Investment
- As of September 30, 2012 Current GO Topeka Portfolio of Existing Business Expansion Projects includes:
9 Projects
\$2,000,000 Capital Investment (two sizable projects have not disclosed total capital investment 3rd quarter)

Goal 2.2: Attract new primary jobs (new and expanding primary employers)

Progress 1st Quarter

- No report 1st Quarter

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
3743 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
154 potential direct jobs (7 projects have not released expected jobs retained and new jobs added to GO Topeka to date)

Progress 3rd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
4405 potential direct Jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
250 potential direct jobs and retention of 1,044 direct jobs

Goal 2.3: Increase the per capita income in Shawnee County over time by assisting existing industries and attracting new employers pay at least the Shawnee County average wage.

Current average: \$40,560 (2011 Second quarter, most recent available
Source: Kansas Department of Labor, Bureau of Labor Statistics)

2012 Average wage of new jobs created: \$ _____
Percent of Average: _____%

Progress 1st Quarter

- No Report 1st quarter

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$44,858 based on data received from Prospects/Projects to date

Progress 3rd Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$46,629 based on data received from Prospects/Projects to date

Additional Attraction Actions Implemented in 1st Quarter 2012

- All marketing materials updated for 2012
- All ads placed in national publications and online sources for direct contact with target markets for 2012
- Geographic target areas for 2012 identified, and Sales plan calendar for 2012 developed
- Site Consultant In-Community Marketing Event. Fourteen Top Site Location Consultants from throughout the United States are confirmed to attend May 17 & 18, 2012 during NHRA Summer Nationals at Heartland Park Topeka.
- Attended NAI Global Conference and had booth presence with Kansas City Area Development Council-597 National NAI Brokers in attendance
- Attended North American Veterinarian Conference reception with Kansas City Area Development Council-200+ Animal Health companies in attendance
- Hosted in community site visit for short list clients
- Developed Social Media strategy for GO Topeka
- Continued development of Regional Partnership with Lawrence and Manhattan-Regional Branding Complete, Regional Website developed and beta tested-Website will go live in 2nd Quarter 2012. Multiple planning meetings attended, additional strategic planning with regional partners and stakeholders to continue through 2012
- Continued revisions and updating of SwiftSite –Sites and Buildings database
- Developed and followed up on 110 leads in the logistics/distribution target sector
- Serving on Advanced Manufacturing Recruitment Strategy committee for Kansas City Area Development Council

Additional Attraction Actions Implemented in 2nd Quarter 2012

- Site Consultant In-Community Marketing Event. Thirteen Top Site Location Consultants from throughout the United States attended Topeka/Shawnee County Familiarization tour, May 17 & 18, 2012, during NHRA Summer Nationals at Heartland Park Topeka
- Hosted in community site visit for short list clients
- Continued development of Regional Partnership (Kansas Research Nexus) with Lawrence and Manhattan-Regional Branding Complete, Regional Website went live in May 2012. Multiple planning meetings attended, additional strategic planning with regional partners and stakeholders to continue through 2012
- Continued revisions and updating of SwiftSite –Sites and Buildings database
- Attended AWEA show in Atlanta- met with 85 companies in the energy industry, worked Kansas Department of Commerce booth, hosted site consultant lunch and dinner
- Developed and followed up on 173 leads in food manufacturing, advanced manufacturing and bioscience sectors during 2nd Quarter

Additional Attraction Actions Implemented in 3rd Quarter 2012

- Assisted KCADC in hosting 11 premier site consultants to the region
- Redeveloped Commerce Park marketing brochures to show new aerials of both parks

- New content for GO Topeka Website including workforce and labor data and updated community profile
- Continued development of Kansas Research Nexus marketing materials and marketing plan
- Developed and followed up on 516 leads in renewable energy and biosciences from the Solar Power Show, Renewable Energy Magazine contacts, and International Bio Show.
- Developed 2013 Marketing Calendar and planned geographic target areas and site consultant/real estate/ target industry events and meetings
- Developed 2013 Marketing and Attraction Media Plan

Existing Business and Workforce Development

Team Leader: Jo Feldmann

Goal 3: Increase contact with existing businesses and top employers and provide support for primary employers to retain and/or add jobs. Provide education and training for workforce to support existing business, with an emphasis on primary employers that will enhance their operations and sustainability in Topeka/Shawnee County.

Goal 3.1: At Least 140 business visits including top 40 employers (mandatory to qualify). Visit inputs will be recorded on a consistent format and reported to the CEO and VP on a quarterly basis.

Progress 1st Quarter

- Staff conducted 44 company visits in the first quarter of 2012. These visits consisted of 26 major employers and 18 business visits employing less than 100 employees.

Progress 2nd Quarter

- Staff conducted 42 company visits in the second quarter of 2012. These visits consisted of 26 major employers and 16 business visits employing less than 100 employees

Progress 3rd Quarter

- Staff conducted 31 company visits in the third quarter of 2012. These visits consisted of 11 major employers and 20 business visits employing less than 100 employees.

Goal 3.2: Provided assistance to companies needing help. Assistance includes providing resources, referrals, problem solving, and expansion assistance.

Progress 1st Quarter

- During the first quarter, staff identified 5 companies that needed assistance. Work will continue with these companies well into the 2nd quarter.

Progress 2nd Quarter

- Staff continues to work with the 5 companies identified in the first quarter. Another 4 companies have been identified and are receiving assistance. Staff

will continue working with 9 companies into the third quarter. Staff will be finalizing a project offer that will be presented to JEDO in the third quarter.

Progress 3rd Quarter

- During the third quarter, staff successfully completed/assisted three companies in the growth of their operations in Topeka/Shawnee County: Project Grow, Project Fish and Project Cloud. Another 4 companies were identified in the third quarter as needing assistance. Overall staff is working with 9 active projects on providing assistance.

Goal 3.3: Continue WorkKeys testing of high school seniors and produce a report that measures skills attainment against the previous year's testing.

Progress 1st Quarter

- Staff worked closely with the Workforce Center in developing a comprehensive report for each district showing the year-to-year comparison of WorkKey's scores. This report will provide each school district a means of benchmarking in order to measure improvements in student knowledge from year to year.
- Plans are well underway for a Post WorkKeys' meeting (scheduled for the end of May) with testing administrators and superintendents for each district. The goal is to share additional information about testing and to provide an opportunity for staff to answer questions and hear feedback about the testing process.
- Staff, Wash Tech, and Mars presented to the junior class at Seaman High School. The topics covered were the value of technical education, WorkKeys Testing and Certification. Plans are underway for the 2nd quarter to do a similar presentation with Highland Park High School junior students.

Progress 2nd Quarter

- Staff hosted a Post WorkKeys meeting on May 29th at the KASB building. 19 school counselors attended the scheduled meeting. The goal of this meeting was to share additional information about testing and provided staff feedback on administration of the WorkKeys testing. School counselors were concerned that employers have not been requesting the certificates in order to be hired by local companies.
- Staff has begun working on conducting presentations to employers and human resource management associations in order to bring higher awareness to the WorkReady/WorkKeys Certificate and how they can better identify skill needs from applicants.
- Presented information about WorkKeys/WorkReady Certificate at the Customer Service Seminar held in the second quarter at the Holidome Conference Center. Staff handed out a sample certificate to attendees and explained how the certificate can assist them in making better hires for the positions they are filling.

- Highland Park High School requested that we present to their senior staff during the 2011-2012 school year. Staff contacted, Wash Tech and Mars in order to schedule a presentation within a very short time frame. Unfortunately, schedules did not allow for a presentation in the second quarter. Plans are underway to present to the Junior and Senior class in the fall of 2012. The topics to be covered are the value of technical education, WorkKeys Testing and Certification.

Progress 3rd Quarter

- Work is well underway to begin the WorkKeys testing for the fall of 2012. Staff has coordinated with the Workforce Center, in an effort to assist registration of all senior students in the Kansas Workforce employment database. This will ensure that each student will receive a certificate designating their level of achievement. This process, once completed, will assure each student will receive a WorkREADY! certificate upon completion of the three testing components.
- Planning is underway for a Human Resource managers meeting in the 4th quarter. This meeting will cover the WorkKeys/WorkREADY! certificate initiative for Shawnee County. We will share information on how this certificate can assist them in identifying knowledge skills for a potential candidate. We will also discuss B E S T training provided by the Workforce Center.

Additional Existing Business and Workforce Development Activities Implemented in 1st Quarter:

Progress 1st Quarter:

- Business Appreciation Event – Staff invited nine leading business employers to the first two games of the Big 12 Event on March 7, 2012. This event provided an opportunity for the leadership of these companies to network with their peers and for staff to further develop relationships in a fun and relaxed environment.
- Workforce Summit – Staff attended the two day conference at the Expo Conference Center. The summit provided information on both a national focus as well as the state level.
- TASME – Topeka Area Society of Manufacturing Engineers – Staff is one of the founding members in the development of the Topeka Chapter. Eileen Caspers, Wash Tech is the president for 2012. During the first quarter the chapter has grown to 60 members and held it first plant tour on March 20, 2012. This chapter will meet monthly alternating between plant tours and speakers discussing manufacturing related topics.
- KDOT – Staff has been involved in two meetings discussing the planned Hwy 24 and Menoken Road redesign. Movement of utilities will begin this summer.
- Seaman High School – Staff has been working with Seaman HS in the development of a College and Career Readiness Program. This program will provide

opportunities for students to learn from real life business experience in their area of interest. Seaman HS will provide this experience by engaging local business to provide students the opportunity to explore their interests within that industry. The program will begin in school year 2012-2013.

- National Association of Governors – Manufacturing Roundtable – MAMTC and GO Topeka staff hosted one of the Manufacturer Roundtable meetings hosted across the state of Kansas. Thirty companies were represented at this 3 hour meeting that identified problems and solutions to issues relating to manufacturing in Kansas. This information will become part of a comprehensive report to Governor Sam Brownback.
- Staff also attended; ABWA Women of Distinction Award, North Topeka Business Alliance, Washburn Tech – Meet the Dean candidates, Senator Moran Luncheon, Power Breakfast and Business After Hours

Additional Existing Business and Workforce Development Activities Implemented in 2nd Quarter:

Progress 2nd Quarter

- TASME – Topeka Area Society of Manufacturing Engineers – Staff continues to participate and assist in building Topeka/Shawnee County’s local chapter. The chapter now has a bank account with funds allowing for minor expenses and potential scholarships for students interested in seeking careers in engineering. The local chapter visited Earnest Spencer Metals in the second quarter as part of the monthly chapter meeting.
- Seaman High School – Staff continues working with Seaman HS in the development of a College and Career Readiness Program. Staff has been hired and completed the development of a website for both students and employers to utilize. Director of the program reports feedback from local business as positive. The program will begin in school year 2012-2013 with several students already enrolled and placed for the coming school year.
- The first South Corridor luncheon was held on June 11th. Home Depot hosted the meeting with five companies were represented: Target, Home Depot, Bimbo Bakeries, Frito Lay and Mars. The goal of this meeting was to make introductions and learn about any issues these companies are facing. The group would like to hold similar meetings twice a year in order to connect and discuss similar business issues.
- Staff scheduled corporate headquarter visits with two leading employers: Home Depot and Innovia Films. Staff was able to discuss issues and opportunities for growth during the visits.

- Staff also attended; SmartPort Board Meeting, KC Life Sciences Advisory, KCADC Lunch Connect, Young Professionals Summit Luncheon, Lunch Connect – Chamber, Customer Service Seminar, SME Summit Conference, North Topeka Business Alliance and Power Breakfast – Chamber

Additional Existing Business and Workforce Development Activities Implemented in 3rd Quarter:

Progress 3rd Quarter

- Work continues assisting Seaman High School in implementing their student internship program with area businesses. This program has been very productive and currently has about 15 students pursuing their area of interest by engaging/working with the business community.
- Staff continues to connect more companies with Washburn University and their Center of Organizational Excellence. Introductions were made in the third quarter with Mars' Lean Manager Rickey Adger to Tom Underwood and Doug Von Feldt who lead the Lean Six Sigma Program.
- Plans are underway for our second South Corridor luncheon. This meeting will be held at the Mars temporary facility. During this meeting we will have the opportunity to tour the site and get an update on operations. We will also discuss workforce needs and development.
- Staff organized/held a meeting with the South Corridor members to meet with the Metro Transit Authority in order to ascertain if an additional bus route is needed to support businesses/employees in this region. Information will be sent out to the participating businesses in order to survey employees for their interest in using the service. The group will meet again in December to share information and possible routes.
- GO Topeka staff made a headquarters visit to Kansas Gas Service in the third quarter. Staff was able to meet with President Brad Dixon and Dennis Okenfuss, VP Operations.
- Staff continues to attend and participate in the Society of Manufacturing Engineers chapter and board meetings. The group did not hold a July chapter meeting due to the cancellation of a planned tour. The group will meet again at the end of October for a chapter meeting to discuss certification training for the manufacturing industry.
- Commissioner Shelly Buhler visited three businesses in the third quarter with staff. PTMW, US Foods, and Paragon Investments were a part of the visits. Plans are underway for Councilwoman Karen Hiller to visit companies in her district in the 4th quarter of 2012.

- Staff also attended; North Topeka Business Alliance, Power Breakfast, SME Meeting and State of Kansas Energy Conference

Entrepreneurial and Minority Business Development

Team Leader: Cyndi Legg

Goal 4: Increase the knowledge and capacity of minority- and women-owned businesses as well as starting or growing Shawnee County entrepreneurs through education, training, development and support services. Entrepreneurial & Minority Business Development (EMBD) and Topeka Shawnee County First Opportunity Fund (TSCFOF) will work to build capital led and educational strategies to fill critical gaps for the underserved entrepreneur, by increasing the number of loans made, providing entrepreneurial education and assisting creation of entrepreneurial jobs.

Goal 4.1 Create and deliver quality entrepreneurial education that will promote the growth of existing business or elevate start up business for Shawnee County entrepreneurs; while prioritizing the minority-owned, women-owned and/or low to moderate income entrepreneur.

Progress 1st & 2nd & 3rd Quarters

- Seminars/Workshops/Orientations

Event/Topic	Attendance	Overall Evaluation 5 Highest
Breakfast Buzz: 2/22/12 Karyn Page, President & CEO of the Kansas World Trade Center will be presenting, "Understanding Global Trade for Your Small Business"	Total Attendance = 39 EMBD Priority Population Participation:=54% Evaluations Turned In=49%	4.56
HR: Leadership 101 (Staff Development)	Location: Great Life Golf Course Total Attendance = 24 Evaluations Turned In=71%	4.71
Orientations 2/7/12	Location: TSCPL Time: 6pm-8pm Total Attendance= 9 Evaluations Turned In= 100%	4.50
Orientations 3/6/12	Location: TSCPL Time: 6pm-8pm Total Attendance=6 Evaluations Turned In=100%	4.67
Breakfast Buzz: 5/23/12 Chris Lamb, Federal Bureau of Investigation- Cyber Crimes and Small Business	Total Attendance = 35 EMBD Priority Population Participation= 57% Evaluations Turned In=46%	4.88
Small Business HR Express: 4/19/12	Location: Holidome Fairlawn Total Attendance = 34	4.76

Customer Service	EMBD Priority Population Participation=53% Evaluations Turned In=82%	
Orientations: 4/3/12	Location: TSCPL, Time: 6pm-8pm Total Attendance=9 EMBD Priority Population Participation=55% Evaluations Turned In=100%	4.63
Orientations: 6/5/12	Location: TSCPL, Time: 6pm-8pm EMBD Priority Population Participation=100% Total Attendance=6 Evaluations Turned In=0%	0 Didn't Collect
EMBD was requested to present for established KDOT certified businesses -6/26/12 Small Business Finance/Operations	Location: Ramada Downtown EMBD Priority Population Participation=100% Total Attendance = 32 Evaluations Turned In=53%	4.71
Breakfast Buzz: 8/22/12 Linda J. Sheppard-Director (KS Insurance Department, The Affordable Care Act: What Happens Now In Your Small Business?	Total Attendance = 53 EMBD Priority Population Participation= 64% Evaluations Turned In=85%	4.57

• **(36) Hour Entrepreneurial Courses**

	Who Owns The Ice House Entrepreneurial Course Class #1	FSFT Class #32	FSFT ChildCare Class #7	Who Owns The Ice House Entrepreneurial Course Class #2
Scheduled	February 22 – April 4	Second/Third Quarter May 16, 2012-July 18		
Graduation Statistics	<ul style="list-style-type: none"> ✓ 16 enrolled ✓ 14 graduated ✓ 88% graduation rate ✓ 79% from EMBD Priority Populations (43% Woman-Owned, 53% Minority-Owned, 60% LITM). ✓ 7 graduates have opened or expanded their businesses through EMBD. 	<ul style="list-style-type: none"> ✓ 16 enrolled ✓ 15 graduated ✓ 94% graduation rate ✓ 64% from EMBD Priority Populations (47% Woman-Owned, 40% Minority-Owned, 47% LITM). ✓ 5 graduates have opened or expanded their businesses through EMBD. 	Currently In Progress 3 rd /4 th Qtr.	Currently In Progress 3 rd /4 th Qtr.

Goal 4.2 Work to increase the number of loans closed within the TSCFOF's lending portfolio using 2011 as a base year.

Progress 1st Quarter

- 2 loan client applications in process.
- 1st Quarter TSCFOF Operating Council Meeting - March 09, 2012.
- Marketing RFP process award to MB Piland, work to begin 2nd Quarter.

Progress 2nd Quarter

- 2 loans closed/\$20K
 - 100% from low income target market
- 5 loan client applications in process.
- 2nd Quarter TSCFOF Operating Council Meeting – June 26, 2012.
- Marketing – logo and tagline completed and ads in process.
- Attended the first Kansas Community Development Financial Institution (CDFI) Forum presented by the FDIC and US Treasury.

Progress 3rd Quarter

- 2 loans closed/\$20K
 - 100% from low income target market
- 3 loan client applications in process.
- 2nd Quarter TSCFOF Operating Council Meeting –September 25, 2012.
- Marketing collateral complete and will start dissemination in the community in 4th Quarter.

Additional Entrepreneurial and Minority Business Development Activities Implemented in 1st Quarter:

- Surviving Progress (Business in Road Construction Zones Projects)
 - Attend monthly City of Topeka engineering/utilities meeting
- Number of entrepreneurs/small businesses counseled in First Quarter 52 = 78 % (LMI, Minority-Owned or Woman-Owned).
- Number of entrepreneurs/small businesses materially assisted= 20 or 38 % of First Quarter Clients

(**) “Materially assisted” means substantive assistance, something beyond a phone call or one-time counsel to include but not limited to assisting with business documents, connecting with financial resources, one-on-one training, business reviews, etc.

- Set up with Kansas World Trade Center (Karyn Page) to work with (8) Small Business owners wanting to gain knowledge of doing business globally.
 - Washburn Leadership Challenge: Worked with in Shawnee County Schools to form teams to participate in 2012 event. Served in capacity of a judge to help support effort. (4) teams did enter challenge: Topeka High, Highland Park, Topeka West and Washburn Rural. Out of 4 teams that did participate (2) came away with awards:

Topeka West (Communication Award) and Washburn Rural (Collaboration Award). Each team had to be from an underserved or entrepreneurial program within their respected schools.

- USD 501 Parent Fair – TSCPL on February 6th. Attended by 200+ Shawnee County residence. Recruited for FSFT, Who Owns the Ice House courses and available EMBD resources to start or grow a business in Shawnee County.
- Robotics: Ongoing partnership meetings and development.

Additional Entrepreneurial and Minority Business Development Activities Implemented in 2nd Quarter:

- Surviving Progress (Business in Road Construction Zones Projects)
 - Attend City of Topeka engineering/utilities meeting
 - Performed mass business communications via phone, mailing and/or site visits; (359) businesses affected by ½ cent sales tax projects that were notified by Go Topeka EMBD.
 - Onsite and available to answer small business development questions in partnership with the City of Topeka – Surviving Progress Public Forum held 5/14/12.

Projects Include:

- ✓ Wanamaker Project
 - ✓ 37th St. from Adams to Kansas
 - ✓ Brickyard Rd. from Lower Silver Lake Rd. to Frontage
 - ✓ Topeka Blvd. from Gordon to Paramore
 - ✓ Kansas Ave. from 29th St. to 37th St.
 - ✓ 4th St. from Topeka Blvd. to Willow, 5th St. from Topeka Blvd. to Washburn
 - ✓ Golden Ave. from I-70 Overpass to 2nd St.
 - ✓ 21st St. from California to Wittenburg Rd.
 - ✓ SW Fairlawn Rd. from 17th St. to 23rd St.
 - ✓ SW 21st from Gage Blvd. to Topeka Blvd.
 - ✓ SW 6th St. from Orchard to Topeka Blvd.
 - ✓ Washburn Ave. from 10th St. to Huntoon
 - ✓ 29th St. from Fairlawn Rd. to Burlingame Rd.
- Number of entrepreneurs/small businesses counseled:
 - Second Quarter 46 = 91 % (LMI, Minority-Owned or Woman-Owned –EMBD Priority)
 - Year To Date: 98 = 85% (LMI, Minority-Owned or Woman-Owned –EMBD Priority)
 - Number of entrepreneurs/small businesses materially assisted= 29 or 63 % of Second Quarter Clients. Year to date 49 or 50% of total clients have been materially assisted.
 - (**) “Materially assisted” means substantive assistance, something beyond a phone call or one-time counsel to include but not limited to assisting with business documents, connecting with financial resources, one-on-one training, business reviews, etc.

- 2012 Small Business Award, May 16, 2012 – 250 attendees.
 - Jan-May prep for annual awards.
 - EMBD Robotics Program: GO Topeka EMBD interviewed and highlighted in national site selection journal - Business Xpansion Journal (BXJ).
 - Youth Entrepreneurs Program: help assist students on their business planning efforts and judging needs.
 - Attended 190th ANG Refueling Civic Leaders event.
 - MWBD Council/SI Initiative Meetings/GO Topeka BOD.

Additional Entrepreneurial and Minority Business Development Activities Implemented in 3rd Quarter:

- Number of entrepreneurs/small businesses counseled:
 - Third Quarter 51 = 69 % (LMI, Minority-Owned or Woman-Owned –EMBD Priority)
 - Year To Date: 149 = 78% (LMI, Minority-Owned or Woman-Owned –EMBD Priority)
- Number of entrepreneurs/small businesses materially assisted:
 - Third Quarter Clients 26 or 51 %.
 - Year to date 75 or 50% of total clients have been materially assisted. (**) “Materially assisted” means substantive assistance, something beyond a phone call or one-time counsel to include but not limited to assisting with business documents, connecting with financial resources, one-on-one training, business reviews, etc.
- Robotics: Ongoing partnership meetings and development.
- MWBD Council/SI Initiative Meetings/GO Topeka BOD.
- RFP for Childcare Program – Metro News/Topeka Capital Journal.
- Affiliation designation given to GO Topeka EMBD – Cyndi Hermocillo-Legg earned the Director and Facilitator Certificate and Karl Klein, Regional Director of SBDC earned the Facilitator Certification. Services to start on December 8, 2012 – NaviGate Boot Camp and 2013 for full (30) HR Course Delivery.
- Attended IEDC (Strategic Planning and Real Estate and Reuse Courses).
- Ongoing meeting with NaviGate partners (SBDC and SCORE).
- Fielded questions and shared best practices on GO Topeka’s EMBD :

- i. City of San Antonio, TX – Process of restructuring their EDO to include Entrepreneurial efforts referred by Kauffman Labs, ELI and CDFI.
- ii. Houston Community College – Process of building an innovation center and wanted EMBD to share their best practices referred by IEDC.
- iii. Tijuana Economic Development– Process of building an entrepreneurial program onto their EDO and wanted EMBD to share their best practices referred by IEDC.
- iv. Business Owner Initiative of Indiana - Indianapolis, Indiana- Process of restructuring their SBA Women’s Center and wanted EMBD to share their best practices for entrepreneurship referred by Ewing Kauffman Foundation/Francis Institute.
- v. Pine Island Economic Development- Wanted EMBD to share best practices on program services, structure and NaviGate.