



# **Economic Development**

**3<sup>rd</sup> Quarter 2013**

**Report to JEDO**





## **Executive Summary 3<sup>rd</sup> Quarter- 2013**

GO Topeka staff worked in the third quarter of 2013 to achieve the annual goals set and to ensure continued economic development success for Topeka and Shawnee County.

The New Business Attraction program during the third quarter met with 61 site location consultants and corporate real estate professionals in face to face meetings. Additionally, staff hosted one company for an in-community site visit. During the third quarter, staff worked with 9 prospects, resulting in 2 new project submittals for Topeka/Shawnee County. The current portfolio of New Business Attraction projects, at the end of the third quarter includes 27 Projects, capturing potential for 6,327 new direct jobs and \$289,900,000 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program made 38 company visits during the 3rd Quarter of 2013, and is currently working on 11 active projects, which based on data received to date, represent \$32,000,000 in new capital investment, and 292 direct new and retained jobs. Work continues toward meeting with, and educating local businesses of resources available within the community.

Workforce Development initiative continues to build strong relationships with area primary employers and training partners. In the third quarter, work continues toward the development of new training initiatives with area food manufacturers. This sector continues to show strong employment growth. In order to begin filling a pipeline with qualified candidates, the development of curriculum focused on core skill requirements is almost complete. This new training program will last approximately 5 weeks and will allow students to shadow (intern) with each participating company. There will also be classroom interaction with each company in order to provide manufacturing knowledge to the student in a classroom setting.

The Entrepreneurial and Minority Business Development serviced (301) entrepreneurs through small business workshops/training seminars through the third quarter. The New Venture business plan course is complete. Nine individuals participated in the New Venture Business Plan Course and are working on finalizing their business plan. Currently 17 individuals are participating in the "Who Owns the Ice House" course.

The following report gives much more detail as to all of the accomplishments and results of GO Topeka staff for the third quarter of 2013.

**New Business Attraction**  
**Team Leader: Molly Howey**

**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 1<sup>st</sup> Quarter

- 12 new prospects

Progress 2<sup>nd</sup> Quarter

- 11 new prospects

Progress 3<sup>rd</sup> Quarter

- 9 new prospects

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

Progress 1<sup>st</sup> Quarter

- 3 new projects

Progress 2<sup>nd</sup> Quarter

- 3 new projects

Progress 3<sup>rd</sup> Quarter

- 2 new projects

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

Progress 1<sup>st</sup> Quarter

- Face to face meetings with **77** site location consultants and national corporate realtors at Site Selectors Guild, Industry Week Roundtables, Kansas Department of Commerce meetings and Industrial Asset Management Council.

Progress 2<sup>nd</sup> Quarter

- Face to face meetings with **57** site location consultants and national corporate realtors at Industry Week Roundtables, Kansas Department of Commerce meetings, International Economic Development Council and Targeted outreach to site consultants located in Illinois.

Progress 3<sup>rd</sup> Quarter

- Face to face meetings with **61** site location consultants and national corporate realtors at Industrial Asset Management Council conference, Kansas

Department of Commerce Meetings, KCADC conferences and World Trade 100 conferences.

**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 1<sup>st</sup> Quarter

- As of March 31, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:  
25 Projects  
\$412,900,000 Potential capital investment
- As of March 31, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:  
11 Projects  
\$13,350,000 Potential capital investment

Progress 2<sup>nd</sup> Quarter

- As of June 30, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:  
24 Projects  
\$430,900,000 Potential capital investment
- As of June 30, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:  
11 Projects  
\$35,600,000 Potential capital investment  
\*Wins include 1 new business attraction project and 2 existing business retention projects totaling 62 new jobs and 51 retained jobs with Capital investment of \$8,700,000

Progress 3<sup>rd</sup> Quarter

- As of September 30, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects Includes:  
27 Projects  
\$289,900,000 Potential capital investment
- As of September 30, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:  
11 Projects  
\$32,000,000 Potential capital investment

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

Progress 1<sup>st</sup> Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:  
6,620 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:  
662 potential direct jobs

Progress 2<sup>nd</sup> Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:  
6,887 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:  
791 potential direct jobs
- Results include 62 NEW Jobs in 2<sup>nd</sup> Quarter and 51 RETAINED jobs in 2<sup>nd</sup> Quarter in Topeka/Shawnee County.

Progress 3<sup>rd</sup> Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:  
6,327 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:  
292 potential 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: \$44,512 (2012 Fourth quarter, most recent available  
Source: Kansas Department of Labor, Bureau of Labor Statistics)

Progress 1<sup>st</sup> Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:  
Average projected wage of \$40,812 based on data received from Prospects/Projects to date

#### Progress 2<sup>nd</sup> Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:  
Average projected wage of \$50,675 based on data received from Prospects/Projects to date

#### Progress 3<sup>rd</sup> Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:  
Average projected wage of \$37,173 based on data received from Prospects/Projects to date

#### **Additional Attraction Actions Implemented in 1<sup>st</sup> Quarter 2013**

- All marketing materials updated for 2013
- All ads placed in national publications and online sources for direct contact with target markets for 2013
- Geographic target areas for 2013 identified, and Sales and marketing plan calendar for 2013 developed
- Attended Site Selectors Guild Conference and had booth presence with GO Topeka marketing materials
- 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
- Continued development of Regional Partnership with Lawrence and Manhattan-. Strategic planning session held to further develop the marketing mission and outcomes for the region
- Continued revisions and updating of SwiftSite –Sites and Buildings database
- Attended Industrial Asset Management Council, over 300 large corporate companies represented.
- Attended, presented Kansas Research Nexus information and had booth space at Kansas Bio-One Health Summit
- Attended RILA-Retail Industry Leaders Association Annual Trade show, with booth space, over 800 companies with distribution facilities participated.

#### **Additional Attraction Actions Implemented in 2<sup>nd</sup> Quarter 2013**

- Attended Dallas Site Consultants meetings with Kansas Department of Commerce
- Attended Momentum Logistics forum with major 3PL providers and Logistics companies
- Attended Indianapolis Site Consultants meetings with Kansas Department of Commerce

- KCADC Life Sciences Advisory Council Bi-Annual Meeting
- Kansas Research Nexus Strategic Planning meetings
- Electronic marketing blasts to suspect companies in targeted industry sectors
- Attended Manufacturing Sector forum to meet with key site consultants in manufacturing sector
- Attended IEDC annual leadership meetings to meet with key site consultants
- Attended Economic Development Roundtable series to meet with key site consultants.

#### **Additional Attraction Actions Implemented in 3<sup>rd</sup> Quarter 2013**

- Attended San Francisco meetings with Kansas Department of Commerce
- Attended Industrial Asset Management Council meeting with over 500 National industrial real estate professionals and service providers.
- Kansas Research Nexus Strategic Planning meetings
- Attended the Kansas City Area Development Council's Animal Health Homecoming Investment Forum
- Attended World Trade 100 Logistics Development conference
- Hosted one in-community site visit
- Updated sites and buildings database

#### **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 1<sup>st</sup> Quarter

- 32 business visits were conducted in the first quarter. Of those visits, 19 consisted of major employers.

Progress 2<sup>nd</sup> Quarter

- 31 business visits were conducted in the second quarter. Of those visits, 17 consisted of major employers.

Progress 3<sup>rd</sup> Quarter

- 38 business visits were conducted in the third quarter. Of those visits, 21 consisted of major employers.

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

Progress 1<sup>st</sup> Quarter

- Staff is currently working to assist 11 companies of which 5 were opened in the first quarter of 2013.

Progress 2<sup>nd</sup> Quarter

- Staff is currently working to assist 11 companies of which 3 were opened in the second quarter.

Progress 3<sup>rd</sup> Quarter

- Staff is currently working to assist 11 companies, of which 2 new company projects were opened in the third quarter.

**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 1<sup>st</sup> Quarter

- WorkKeys testing has been completed for 2012-2013 school year. All public schools participated with exception to Silver Lake school district. Testing scores are being compiled and will be presented to each school district in late May at the post WorkKeys Counselor Meeting.

Progress 2<sup>nd</sup> Quarter

- A post WorkKeys meeting was held with all of the participating school districts. Graduating student for 2013 resulted in the following scores: Gold – 24%, Silver – 51%, Bronze – 12%. (Note: scores were not included/available for Topeka Public Schools due to staffing changes). Much progress has been made in institutionalizing the WorkKeys testing with high school counselors. All counselors reported testing has become easier and is being well received by students. Work will continue with providing a WorkReady Certificate to each student completing the three tests.

Progress 3<sup>rd</sup> Quarter

- Work began in early September toward testing all seniors for the 2013-2014 school year. The Workforce Center has completed registering students in the KansasWorks website. This will allow a WorkREADY! certificate to be created for each student who completes all three tests. Results will be available in May 2014.

#### **Additional Existing Business and Workforce Development Activities Implemented in 2013:**

Progress 1<sup>st</sup> Quarter:

##### **Existing Business:**

- Staff coordinated the first South Corridor luncheon for 2013. Topeka Metro gave updates regarding bus service for businesses and residence in the south corridor area. A



follow up meeting to discuss possible internship/externships in order to drive more individuals to careers in manufacturing has been scheduled for May.

- Held a workshop for the Baldrige Award program in February. Eight companies participated in the two hour workshop. In late April another meeting regarding communities of excellence will be held at Washburn University.
- Staff organized a meeting with the Kansas Department of Transportation and business to discuss changes in law for hauling multiple trailers on I-70 going west.
- Presented to JEDO and public the importance of existing business program.
- Participated in the KEDA Legislative Day held in Topeka. During the workshop staff was able to learn about new legislation relating to existing businesses and businesses planning expansions.

**Workforce Development:**

- Staff attended a two day Workforce Summit in January. This workshop is focused on workforce issues in Kansas/nation.
- Staff is in leadership position for the local Society of Engineers chapter. The chapter meets monthly for plant tours and information panel discussions. Goal is to grow the chapter to 50 members by the end of 2013. Currently the chapter has 28 members
- Participated in the AST Advisory Group in March. This is a group of businesses that advise Washburn Tech of the training needs for their industry. Goal is to align the training within this facility to the area's business needs.
- Continue to partner with Seaman H.S. on the shadow program for students in industry. This program has been very successful in that the first semester they had seven students. The current semester there are 18 students participating.

**Additional Existing Business and Workforce Development Activities Implemented in 2<sup>nd</sup> Quarter 2013:**

Progress 2<sup>nd</sup> Quarter:

**Existing Business:**

- Staff continues working with the manufacturing businesses in the south corridor region. The focus of the group at this time is developing a training program that all manufacturing companies call pull candidates from for potential hire and specialized training.
- The Baldrige meeting scheduled for late April was cancelled due to low interest. Staff will work with the Baldrige staff to schedule another meeting in the late fall. Timing may have been the issue.
- Staff continues to lead the Topeka Society of Manufacturing Engineers chapter for 2013. Much work is being done in order to reach a fifty member chapter. Work will

continue to providing programs and tours for members to learn more about new industry products and companies processes in the engineering field.

- Staff invited and hosted two companies at the KCADC Momentum conference in April. Mars and Home Depot attended the event in Kansas City where issues relating the transportation network were discussed by industry leaders.

**Workforce Development:**

- Staff has participated in conference calls in the region regarding making Kansas a WorkReady State. This is a certification that will assist in the recruitment of new business for the state and Topeka/Shawnee County.

- Staff has joined the local SHRM Chapter in order to network with area human resource managers in order to learn more about the issues they are facing in finding a qualified workforce. This will also provide an opportunity to educate the directors about the WorkKeys/WorkReady Certificate and how it can assist them in finding more qualified employees.

- Work has begun in assembling a manufacturing workforce summit. The goal of the meeting is to determine core knowledge that will be required in order for the potential candidate to be selected to move through additional training programs.

**Additional Existing Business and Workforce Development Activities Implemented in 3<sup>rd</sup> Quarter 2013:  
Progress 3<sup>rd</sup> Quarter**

**Existing Business**

- Staff continues to work toward the full chapter development of the Society of Manufacturing Engineers chapter. The chapter requires 50 members in order to become a full non-forming chapter. Membership growth continues to struggle. The board discusses viability each month, determining if the chapter can or should continue. A decision will be made in December 2013 if the chapter will remain.

- Staff planned/participated in a celebration with Home Depot Rapid Deployment Center employees for their Gold Cup Award for the most productive location in the Home Depot distribution locations. Ice Cream was enjoyed by their employees along with staff thanking them for their work ethic - which makes recruiting businesses to Topeka/Shawnee County an easy story to tell.

**Workforce Development**

- Presented to the Topeka Public District counselors Workshop, about workforce development, technical careers, and the possible salaries that can be achieved in those fields. There were many questions about how a student could learn more about this kind of training and career path.

- Staff was able to present to the Society of Human Resource Manager's Chapter at a monthly lunch meeting information regarding the WorkREADY! certificates and how it

can assist them in selecting a more qualified candidate. Several companies in attendance made contact afterward asking for more information.

•Work is well underway in the development of a Food Manufacturers’ training class. Staff, along with Shawnee County food manufacturers, has been working with Wash Tech, Kansas Board of Regents, and the Department of Commerce in the development of curriculum. The goal is to provide the first course/class in early 2014. Once the first course has been developed staff will work with other sectors to develop similar training programs if the need is determined.

**Entrepreneurial and Minority Business Development**

**Team Leader: Glenda Washington**

**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 1<sup>st</sup>, 2<sup>nd</sup> & 3rd Quarter**

- Seminars/Workshops/Orientations

<b>Event/Topic</b>	<b>Attendance</b>	<b>Overall Evaluation 5 Highest</b>
Breakfast Buzz: Selling without Selling Out	Total Attendance = 53 EMBD Priority Population Participation:= 85% Evaluations Turned In=76%	4.33
Small Business Owner Panel Day on Hill	Location: Jayhawk Tower Total Attendance = 85+	
Small Business Presentation Young Professional's Summit	Location: Ramada Time: 2:00 pm Total Attendance= 37 Evaluations Turned In= 67%	4.54
Small Business Administration Panel- AARP	Location: TSCPL Time: 9:00 am – 12:30 pm Total Attendance=56 Evaluations Turned In=74%	4.7
Poverty Conference Small Business and Microlending Tools	Location: Ramada Time: 2:30 pm Total Attendance= 17 Evaluations Turned In= 82%	4.62
Breakfast Buzz: Evoking Engaged, Enthusiastic Employees	Total Attendance = 53 EMBD Priority Population Participation = 70% Evaluations turned In = 63%	4.40

• (36) Hour Entrepreneurial Courses

	<b>FS Course - Feasibility Plan Course #33</b>	<b>New Venture</b>	<b>Who Owns The Ice House Entrepreneurial Course Class #2</b>	<b>New Growth – Strategic Planning and Business Plan for (3-5 year old) businesses</b>	<b>FSFT Child Care Class #8</b>
<b>Scheduled</b>	<b>January – March</b>	<b>May -July</b>	<b>July – Oct.</b>	<b>July - October</b>	<b>Third/Fourth</b>
<b>Graduation Statistics</b>	<p>Progress</p> <ul style="list-style-type: none"> <li>✓ 14 enrolled</li> <li>✓ 9 graduated</li> <li>✓ 64% graduation rate</li> <li>✓ 89% from EMBD Priority Populations (67% Woman-Owned, 45% Minority-Owned, 56% LITM).</li> </ul>	<p>Progress</p> <ul style="list-style-type: none"> <li>✓ 9 Enrolled</li> <li>✓ 4 completed</li> <li>✓ 4 working on completion</li> <li>✓ 88% graduation rate</li> <li>✓ 66% - EMBD Priority Population</li> <li>✓ (55% - Woman owned, 33% Minority, 22% LITM)</li> </ul>	<p>In Process</p> <ul style="list-style-type: none"> <li>✓ 17 Students attending the “Who Owns the Ice House” class</li> </ul>	<p>Postponed</p>	<p>Request For Proposal – Completed and Disseminated Via Public Outlets by 7/19/13</p> <p>Contract awarded to Child Aware in August 2013.</p> <p>Childcare Aware is currently marketing classes.</p>

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

**Progress 1<sup>st</sup> Quarter**

- 1 loan applications completed (Minority –owned, LITM, and Woman-Owned).
- 1<sup>st</sup> Quarter Foundation Meeting - TSCFOF Operating Council Review- February 15, 2012.
- A third party 2012 audit was conducted on the TSCFOF.

**Progress 2<sup>nd</sup> Quarter**

- Recertification application completed and submitted to US Treasury.
- Client services ongoing.

**Progress 3<sup>rd</sup> Quarter**

- One loan application received (Minority-Woman Owned)
- CDFI Confirmation of Recertification still pending.

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

- The Entrepreneurial and Minority Business Development program celebrated an **EMBD graduation** on March 27, 2013; where (31) graduates were given their entrepreneurial course certificate. (18) of the (31) graduates have started or retained their business; creating (34.5) jobs and the remainder are continuing their pursuit of knowledge to build a firm foundation for their business in Shawnee County.
  - **Surviving Progress (Business in Road Construction Zones Projects)**
    - Worked with City of Topeka and small businesses located on 21<sup>st</sup> & Urish.
  - **Number of entrepreneurs/small businesses counseled in First Quarter= (47)-(57% EMBD Defined).**
  - **Number of entrepreneurs/small businesses materially assisted= 37 or 79 % 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.
- Attended the Kansas Small Business Development Center Awards.
  - Washburn Leadership Challenge: Worked within Shawnee County Schools to form teams to participate in 2013 event. (4) teams did enter challenge: Topeka High, Rossville, Washburn Rural and Seaman. Out of (4) teams that did participate (1) came away with an award: Washburn Rural High School (Overall winner). Each team had to be from an underserved or entrepreneurial program within their respected schools.

- Robotics: Ongoing development to include:
  - Pathway development
  - Partners meetings with USD 501 and BNI partners
  - Expansion of the Robotics classroom that will include (2) new retrofitted robots and classroom design to take place in summer 2013. The expansion will add (2) additional robots for advanced manufacturing set up located at HPHS. Monetary allocation for expansion was afforded by USD 501.
- Qtr. 1 Youth Entrepreneurs Board meeting.
- MWBD Council/GO Topeka BOD/Chamber BOD.

**Additional Entrepreneurial & Minority Business Development Activities Implemented in 2<sup>nd</sup> Quarter:**

- **Number** of entrepreneurs/small **businesses counseled** in Second Quarter= (74)-(62% EMBD Defined). Total to date of entrepreneurs/small **businesses counseled** = (121)-(60% EMBD Defined).
  - **Number** of entrepreneurs/small businesses **materially assisted**= 33 or 45 % of First Quarter Clients. Total to date of entrepreneurs/small businesses **materially assisted**= 58% of 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.

- Robotics: Executed marketing collateral video with partner KTWU.
- Client Testimonial Video: Executed marketing collateral video with partner KTWU.
- Qtr. 2- Youth Entrepreneurs Board meeting.
- MWBD Council/GO Topeka BOD/Chamber BOD.
- Attended and presented GO Topeka MWBD Council scholarship at Mana de Topeka’s annual banquet.
- Judge for Youth Entrepreneurs written business plans.
- Entrepreneurial spotlights conducted and impact data created for EMBD’s website.

**Additional Entrepreneurial & Minority Business Development Activities Implemented in 3<sup>rd</sup> Quarter:**

During the 3<sup>rd</sup> Quarter the EMBD Staff & the MWBD Council planned two major events, identified as *Signature Initiatives*, to be held in November. These events are being promoted using radio, direct mail, the Chamber newsletter and in local community ads. The Signature Initiatives include:

- The **Fourth Annual MWBD Small Business Conference** will be held on November 19, 8:30 a.m. – 1:30 p.m. This event will include workshop sessions discussing the Affordable Healthcare Act and Marketing Your Small Business. The luncheon speaker, James “Bird” Guess, will share insightful ideas on the four key qualities of today’s successful entrepreneurs, how to remain competitive in your market and grow your small business.

- The **Quarterly Breakfast Buzz** is scheduled for November 20. The featured seminar presenter will be Geoff Holton. Mr. Holton will share the importance of Communicating through “Story Design.”
- Seventeen individuals registered for the “*Who Owns the Ice House*” seminar. Graduation is planned for Fourth Quarter.