



Economic Development

1st Quarter 2013

Report to JEDO





Executive Summary 1st quarter- 2013

GO Topeka staff worked in the first 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 first quarter met with 77 site location consultants and corporate real estate professionals in face to face meetings. Additionally, during the first quarter, staff worked with 12 prospects, resulting in 3 new projects for Topeka/Shawnee County. The current portfolio of New Business Attraction projects, at the end of first quarter includes 25 Projects, capturing potential for 6,620 new direct jobs and \$412,900,000.00 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program has made 32 company visits during 2013, assisted 5 companies with expansion resources and assistance, and is currently working on 11 open active projects, which based on data received to date, represent \$13,350,000.00 in new capital investment, and 662 direct new jobs (retained jobs were not reported at this time). Work continues to meet and educate local businesses of resources available within the community.

Workforce Development initiative continues to build strong relationships with area businesses. During 2013, staff will continue to provide opportunities for the business community and education to communicate with each other about workforce needs and skill gaps for their open positions. The 4th year of WorkKeys testing for all Shawnee County high school seniors has been completed (with exception of Silver Lake High School). Work continues toward providing a WorkREADY! certificate to every student who completes the three components of testing (Math, Reading for Informaiton, and Locating Informaiton). This certificate, when utilized will be an additional tool for employers to determine the knowledge base of a potential new hire candidate in relation to the open position.

The Entrepreneurial and Minority Business Development program celebrated an EMBD graduation on March 27, 2013; where (31) graduates received an 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 operational skill-sets under GO Topeka EMBD. VP of EMBD worked with (47) clients during the first quarter and hit our priority EMBD population to include (64%) women-owned, (57%) minority-owned clients. Technical assistance clients that have been materially assisted totaled (79%) with a total of (121) technical assistance hours through EMBD. The Topeka Shawnee County First Opportunity Fund, applied for recertification to the US Treasury and granted (1) loan. Currently the TSCFOF is in process with (6) clients seeking capitalization opportunities.

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

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

- 12 new prospects

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

Progress 1st Quarter

- 3 new projects

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 **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.

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

- As of March 31, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
25 Projects
\$412,900,000.00 Potential capital investment
- As of March 31, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
11 Projects
\$13,350,000.00 Potential capital investment

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

Progress 1st 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

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: \$40,196 (2012 Second quarter, most recent available
Source: Kansas Department of Labor, Bureau of Labor Statistics)
Progress 1st 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

Additional Attraction Actions Implemented in 1st 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.

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

- 32 business visits were conducted in the first quarter of 2013. Of those visits, 19 consisted of major employers.

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

Progress 1st Quarter

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

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

- 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.

Additional Existing Business and Workforce Development Activities Implemented in 1st Quarter 2013:

Progress 1st 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.

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.

• **(36) Hour Entrepreneurial Courses**

	FS Course - Feasibility Plan Course #33	New Venture	Who Owns The Ice House Entrepreneurial Course Class #2	New Growth – Strategic Planning and Business Plan for (3-5 year old) businesses	FSFT Child Care Class #8
Scheduled	January – March	May -June		Third/Fourth Qtr.	Third/Fourth Qtr.
Graduation Statistics	<ul style="list-style-type: none"> ✓ 14 enrolled ✓ 9 graduated ✓ 64% graduation rate ✓ 89% from EMBD Priority Populations (67% Woman-Owned, 45% Minority-Owned, 56% LITM). 		Third/Fourth 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

- 1 loan applications completed (Minority –owned, LITM, and Woman-Owned).
- 1st Quarter Foundation Meeting - TSCFOF Operating Council Review- February 15, 2012.
- A third party 2012 audit was conducted on the TSCFOF.
- Recertification application completed and submitted to US Treasury.

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 21st & Urish.
- **Number of entrepreneurs/small businesses counseled in First Quarter= (47)-(57% Minority-Owned, 67% Woman-Owned and 68% LITM).**
- **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.