



Economic Development

1st Quarter 2014

Report to JEDO





1st Quarter- 2014

GO Topeka staff worked in the first quarter of 2014 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 14 site location consultants and corporate real estate professionals in face to face meetings. Additionally, staff hosted three in-community site visits. During the first quarter, staff worked with 4 new prospects; however none of them have reached the stage for a formal proposal yet. The current portfolio of New Business Attraction projects, at the end of the first quarter includes 29 Projects, capturing potential for 4,502 new direct jobs and \$270,900,000 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program made 57 company visits during the 1st Quarter of 2014, and is currently working on 14 active projects, which based on data received to date, represents \$85,010,000 in new capital investment, and 992 direct new and retained jobs. Work continues toward meeting with, and educating local businesses of resources available within the community.

Workforce Development initiatives continues to build strong relationships with area primary employers and training partners. In the 1st Quarter, leading food manufacturers, educational partners, and staff finalized the skill requirements for the Food Manufacturers (M-TECH) class. Washburn Tech was awarded the grant from the Workforce AID program. The money provided through the AID program provides scholarships to students interested in attending the course. Students completing the course provide area food manufacturers with a trained and ready workforce that can immediately begin working on the manufacturing floor with little training by the company. Currently the course is somewhat flexible (depending on previous work experience) and lasts approximately 5 weeks.

Work has also begun in the development of a high school education program where manufacturers go into the classroom and present to students about careers in manufacturing. This program is under development with plans to present the materials to principals and counselors. Presentations will begin early in the 2nd Quarter.

The Entrepreneurial and Minority Business Development Department (EMBD) provided educational seminars, workshops and technical assistance to 127 individuals during the First Quarter. Shawnee County is a regional leader in small businesses starts. We continue to see more individuals making the decision to start, grow or expand their businesses. In April, GO Topeka will host a graduation of 33 individuals who have completed the Ice House, Fast Trac and the Childcare Business Builders Series.

Throughout the year, EMBD will continue to develop programs that address the needs of small businesses.

The following report gives much more detail as to all of the accomplishments and results of GO Topeka staff for the first quarter 2014.

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 55 new prospects (viable project generation, sites/buildings proposal submitted)

Progress 1st Quarter

- 4 new prospects

Goal 1.2: 12 new qualified projects (formal incentive proposals submitted to company)

Progress 1st Quarter

- No formal incentive proposals

Goal 1.3: 235 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 14 site location consultants and national corporate realtors at Industry Week Roundtable, KC SmartPort and one-on-one 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

- As of March 31, 2014 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
29 Projects
\$270,900,000 Potential capital investment

- As of March 31, 2014 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
14 Projects
\$85,010,000 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:
4,502 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
241 potential direct jobs

Goal 2.3: Increase the per capita income in Shawnee County over time by adding new jobs to the community that pay at least the Shawnee County average or their specific industry average wage.

Current average: \$39,988 (2013 Third 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 \$41,772 based on data received from Prospects/Projects to date

Additional Attraction Actions Implemented in 1st Quarter 2014

- All marketing materials updated for 2014
- All ads placed in national publications and online sources for direct contact with target markets for 2014
- Sales and marketing plan calendar for 2014 developed
- Hosted three in-community site visits
- 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 Industry Week Roundtable in the Rockies and met with eight site consultants in on-on-one meetings
- Attended KC SmartPort board meeting

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

- 57 business visits were conducted in the first quarter of 2014. Of those visits, 28 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 14 companies of which 5 were opened in the first quarter of 2014.

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 2013-2014 school year. 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 continues meeting with Athene in order to facilitate both the Rapid Response Team meetings, as well as connect existing businesses to the planned job fair in order to hire exiting employees. The company is still determining its exit strategy for the Topeka site.

• The KEDA Legislative Day was held in Topeka during the first quarter. Staff was able to hear possible changes to the incentive programs offered by the State.

Workforce Development:

- Staff attended a two day Workforce Summit in January. This workshop is focused on workforce issues in Kansas/nation. During the summit staff is able to network with other communities providing assistance in workforce development.
- The Society of Manufacturing Engineers chapter was closed in January. The group was not able to build membership to the levels needed in order to support the manufacturing community. The existing board will continue to meet and determine if they can develop an educational program in the classroom to educated students about careers in manufacturing.
- The food manufacturers group worked hard in the first quarter to finalize the components of the training course. The RFP was released with Washburn Tech winning the contract. The course allows students the opportunity to hear from the companies in the class, and then allows the student to shadow in the company before interviewing for open positions.
- Staff continues to attend monthly Society of Human Resource Managers (SHRM) meetings. During these meetings staff is able to learn more about issues HR Directors face when hiring new employees. This group also allows staff to educate individuals about possible programs/resources to assist them in their hiring efforts.
- Washburn Tech and GO Topeka began discussions regarding a scholarship fund for students interested in pursuing high demand career training. Work will continue in the second quarter to finalize details of the scholarship.

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 Increase training/educational/entrepreneurial opportunities annually for minority, women-owned businesses, entrepreneurs and small businesses.

Progress 1st Quarter

Attendees received direct advice from two Tax Professionals at the **Small Business Tax Facts Workshop: What Small Business Owners Should Know When Filing 2013 Small Business Income Taxes**. This workshop provided insight to business owners on the new tax laws and offered an opportunity for questions and answers.

The Quarterly Breakfast Buzz introduced growth strategies for new and existing businesses owners.

Who Owns the Ice House empowers the individual participant to embrace the entrepreneurial experiences of others and begin the emersion process of developing the necessary skills to grow his/her business. This class will graduate eight participants in April 2014.

The **Childcare Business Builder Series** kicked off in February. This course provides the business foundation classes for owners or potential owners of the Childcare Facilities. The classes conducted, by Childcare Aware, covers Record Keeping, Money Management, Marketing Contracts and Policies and Legal Issues and Insurance. There are 10 individuals graduating in this class during the Second Quarter.

We are working to create a stronger entrepreneurial eco system. Collaboration with our partners has allowed us to aggressively plan outreach some excellent outreach programs for Second Quarter events. **These programs include –**

- 2014 Small Business Awards Recognition
- Women's Initiative – Women Making A Difference
- Leadership/Lunch and Learn – Three Part Leadership Series
- Small Business Legal Clinic with Washburn, Washburn SBDC and the EMBD
- Expanding the Robotics Program for adult training opportunities

Goal 4.2 Increase the number of applications received by TSCFOF during FY-2014 year.

Progress 1st Quarter

The TSCFOF met in February. At this meeting the committee revisited the current loan structure and identified strategies to incorporate an enhanced outreach plan. As a result of this meeting the loan committee agreed, that in order to be a competitive lender and provide the necessary support to the targeted population, they would eliminate the current loan cap of \$10,000. All future requests will be reviewed and the loan amount would be approved (up to \$100,000) based on credit and other lending criteria being met. The line of credit has also been increased to a \$15,000 limit. This approach will make the Loan Fund more attractive to Shawnee County Entrepreneurs. There have been several loan inquiries; however, only five individuals have been given applications.

Goal 4.3 Collaborate with local and state agencies and corporations to host a Purchasing and Procurement Conference.

Progress 1st Quarter

Co hosted at Procurement Workshop with Washburn Small Business Development Center entitled Procurement Basics. The workshop was presented by Jason Porch, Director, the Procurement and Technical Assistance Center. We are currently working with the Department of Commerce to coordinate a larger procurement event that offers more insight and education on doing business with the government.

Business Starts/Jobs Created

Four new businesses started during First Quarter 2014 (two retail and two service companies). These business starts resulted in the creation of 5.5 FTEs.

Outreach & New Initiatives

Social media play has been a tremendous help ensuring that the entrepreneurs felt connected. Year to date, we have seen an annual growth of 27%.

A **CoWork/Maker Space** is currently being planned for Shawnee County. A planning committee is currently identifying space, soliciting funds and donations and developing the business plan.

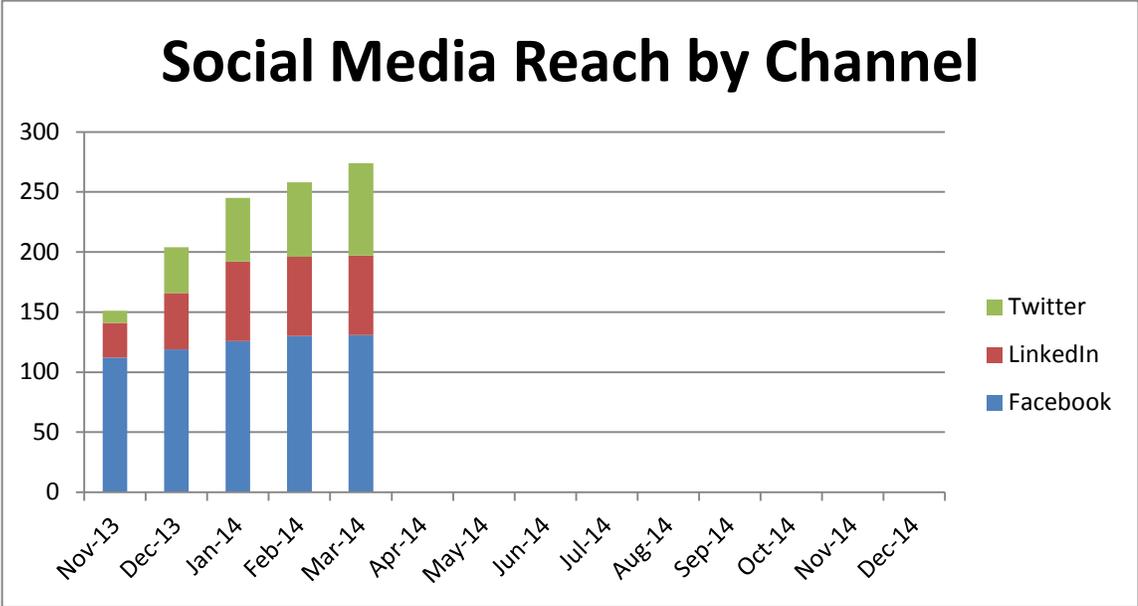
2014 Year to Date Reports

Seminars, Workshops, and Events		
Markers	Current Year	Total Impact
# Small Business Events	2	81
Total Entrepreneurs Served	64	3478

Technical Assistance		
Markers	Current Year	Total Impact
Total Clients Assisted	63	941
% Clients Priority Population	78%	75%

Jobs and Growth		
Markers	Current Year	Total Impact
Total Business Starts/Growths	4	27
Total Jobs Created/Retained (FTE)	5.5	333

Robotics Program		
Markers	Current Year	Total Impact
Students Served	19	72
% Minority	79%	22%
% LITM	85%	89%



Social Media Yearly Growth

27%