



Economic Development

2nd Quarter 2014

Report to JEDO





GO Topeka
ECONOMIC PARTNERSHIP
2nd Quarter- 2014

GO Topeka staff worked in the second 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 second quarter met with 128 site location consultants and corporate real estate professionals in face to face meetings. Additionally, staff hosted one in-community site visit. During the second quarter, staff worked with 17 new prospects resulting in two formal proposals. The current portfolio of New Business Attraction projects, at the end of the second quarter includes 43 projects, capturing potential for 7,177 new direct jobs and \$418,160,000 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 2nd Quarter of 2014, and is currently working on 15 active projects, which based on data received to date, represents \$82,210,000 in new capital investment, and 835 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 2nd Quarter the Food Manufacturers class (M-TECH) graduated 26 students. To date 19 students have been hired by area employers. Goodyear Tire & Rubber, Innovia Films and PTMW requested a similar class be created in order to serve their industries (M-TECH #2). Again, Washburn Tech was awarded the grant from the Workforce AID program through Kansas Department of Commerce. The money provided through the AID program will provide scholarships to students interested in attending the course. Similar to the M-TECH program, students completing the course will provide area manufacturers with a trained and ready workforce that can immediately begin working on the manufacturing floor with little training by the company.

Work continues in the development of a high school education program where manufacturers go into the classroom and present to students about careers in manufacturing. This group conducted 'test' presentations to 4 classes at Auburn Washburn High School. The feedback received will be incorporated into the presentation slides. Plans are underway to begin presenting to high school juniors in order to educate them about careers in manufacturing.

The Entrepreneurial and Minority Business Development Department is experiencing growth in the number of individuals inquiring about starting and/or expanding their small businesses. We provided one-on-one technical assistance to 38 new clients, resulting in 122 total clients' year to date. Funding inquiries increased as well. The pipeline currently holds steady with nine active prospects. Our second quarter participation in workshops, seminars and other events provided maximum exposure for the Department. Through community outreach, marketing, presentations and education events we were able to reach an additional 1,311 individuals.

The following report gives much more detail as to all of the accomplishments and results of GO Topeka staff for the second 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

Progress 2nd Quarter

- 17 new prospects

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

Progress 1st Quarter

- No formal incentive proposals

Progress 2nd Quarter

- Two 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.

Progress 2nd Quarter

- Face to face meetings with 128 site location consultants and national corporate realtors at Industrial Asset Management Council, KC SmartPort, Expansion Management Roundtables 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

Progress 2nd Quarter

- As of June 30, 2014 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
43 Projects
\$418,160,000 Potential capital investment
- As of June 30, 2014 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
15 Projects
\$82,210,000 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

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
7,177 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
126 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: \$41,912 (2013 Fourth 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

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$42,088 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

Additional Attraction Actions Implemented in 2nd Quarter 2014

- Began to build framework for website redesign
- Created RFP for new marketing materials
- Hosted one in-community site visit
- Attended Roundtable in the South and met with eight site consultants in one-one-one meetings
- Attended KC SmartPort board meeting
- Attended Industrial Asset Management Council conference
- Hosted meeting with Team Kansas for 19 consultants in the New York & New Jersey area
- Attended Business Facilities LiveXchange
- Attended Southern Economic Development Council conference

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.

Progress 2nd Quarter

- 38 businesses visits were conducted in the second quarter of 2014. Of those visits, 24 were 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.

Progress 2nd Quarter

- Staff is currently working to assist 15 companies of which 3 new projects were opened in the second 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.

Progress 2nd Quarter

- Staff continues to market the WorkREADY! certificate to hiring managers. This certificate shows the level of skill a potential candidate possesses, therefore allowing the hiring manager to hire a better match for the position.
- During the HR Director's meeting several of Shawnee County's major employers reported they could not ask for the WorkREADY! certificate due to current

contracts with the government. However, they all agreed that the certificate would be helpful in selecting a more qualified candidate/employee.

Additional Existing Business and Workforce Development Activities Implemented in 1st Quarter 2014:

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.

Additional Existing Business and Workforce Development Activities Implemented in 2nd Quarter 2014:

Progress 2nd Quarter:

Existing Business:

- After notification of the extension of the main water line in Central Crossing Commerce Park, staff scheduled meetings with all businesses in the park in order to notify them of the work. Staff also worked toward gaining approvals from Home Depot in order to provide easements, and stage equipment and supplies on their site.
- During visits regarding the water line extension, staff also alerted each business of the upcoming bridge closure on 49th Street.
- Staff visited Reser's Fine Foods corporate headquarters in Beaverton, Oregon. We were able to learn how the community can best support the company as it continues to grow in the region.
- Bimbo Bakeries plant manager recently accepted a new position in Kansas City. Staff has met with the new plant manager, Dennis Sample. Work will continue toward supporting the company with their operations.

Workforce Development:

- Staff held the 2014 HR Directors meeting in the second quarter with ten companies attending. Topic covered included: WorkREADY! certificate, BEST Training (soft skills), transportation needs for employees, and hiring workers with disabilities/Veterans.
- M-TECH program has expanded to include general manufacturing (M-TECH #2). Washburn Tech was able to win the AID Grant from the Department of Commerce and currently has 31 students enrolled in the course. This new course will support all manufacturing in the Topeka/Shawnee County region.
- M-TECH program for food manufacturing companies continues to graduate students from its program. As of June, the program has graduated 26 students with 19 students being placed into jobs.
- Marketing the M-TECH program has begun with targeted groups. Staff presented both programs to the EMBD Council in the second quarter. Brochures were distributed to its members as staff was able to answer questions about the class.
- Staff and participating manufacturers have been working on a presentation for Junior and Senior high school students to learn more about manufacturing as a career option. Test presentations were made to 4 junior/senior classes at Auburn Washburn High School. During the presentations staff was able to ask for feedback on the slides presented in order to provide better engagement

with future students. Work will begin in revising the slides in order to start presentations in all area high schools in 2014-2015 school years.

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

Progress 2nd Quarter

- In April, entrepreneurs attended a workshop entitled “**Doing Business with the Government**”, co hosted by GO Topeka and the Small Business Development Center. This workshop provided instruction and direction for those seeking to expand their business base and to become a certified government contractor.
- The April series continued with a mini business **Leadership Series**. The series was primarily held for entrepreneurs, beginning and mid-level managers. The three part series offered attendees an opportunity to access and improve their leadership skills. A few of the topics covered included: **Reframing Leadership; Pursuing Priorities and Managing Explosive Growth and Momentum**.
- Also in April, **A Small Business Legal Clinic** presented in conjunction with Washburn, Washburn SBDC and the EMBD covered learning the basic legal steps of setting up your small business and the common legal pitfalls to avoid.
- To better gauge the temperature of our small business community, in May an **electronic survey** was conducted by GO Topeka’s Entrepreneurial and Small Business Development Department. The survey gathered data that would further enhance the offerings to Shawnee County’s small business owners.
- In May we celebrated **2014 Small Business Week by hosting our 2014 Small Business Awards Recognition**. More than 300 attendees were in attendance.
- We continued building a strong network for small business by introducing the **Women’s Initiative**. The open forum offers women of all stature an opportunity to network and offer mentorship to each other.

Year to Date Reports

Kauffman Classes

Ewing-Kauffman Statistics	
Markers	Current Year
Entrepreneurial Courses Delivered	2
Total Clients Graduated	18
Overall Graduation Rate	100%
Minority Graduates	56%
Women Graduates	72%
Low Income Target Market Graduates	61%

Seminars and Workshops

Seminars, Workshops, and Events	
Markers	Current Year
# Small Business Events	15
Total Entrepreneurs Served	1725

Technical Assistance Provided

Technical Assistance	
Markers	Current Year
Total Clients Assisted	129
% Clients Priority Population	66%

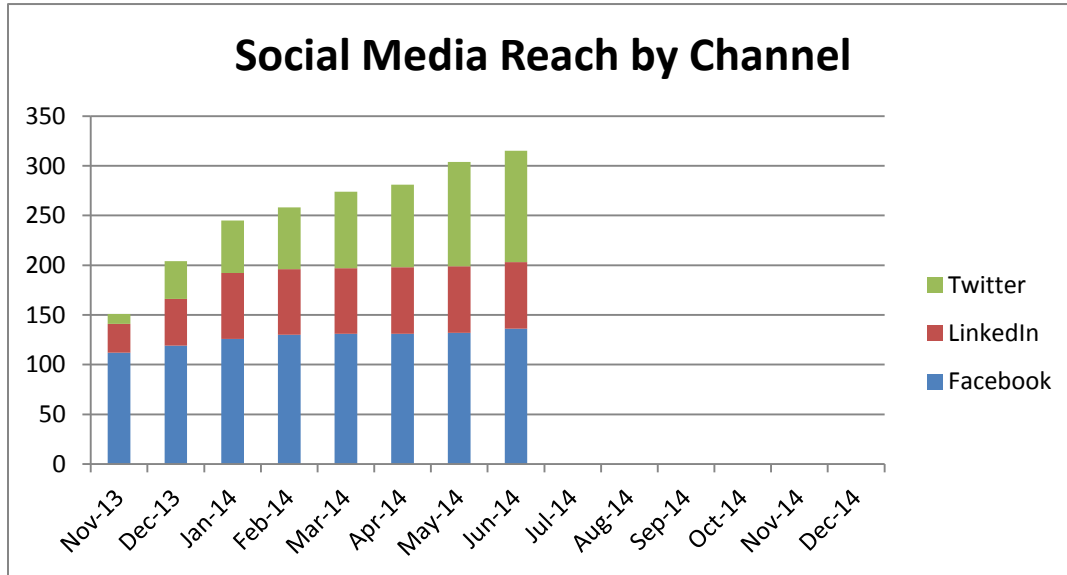
Robotics Program	
Markers	Current Year
Students Served	19
% Minority	79%
% LITM	85%

First Opportunity Fund	
Markers	Current Year
# Loans	0
\$ Awarded	\$0
Jobs Retained/Created	0
Loan Prospects	9

Small Business Job Growth

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

Social Media Impression



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.

Progress 2nd Quarter

As the economy realigns, more individuals are looking for ways to expand their business or to start a new business. Hence, we have seen an increase in the loan inquires and applications. Currently there are approximately nine business in the pipeline (either strong inquires or applications pending). In the Fall, ads will appear in TK Magazine and 785 Magazine. We are speaking with other media outlets to enhance our campaign.

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.

Progress 2nd Quarter

The 2014 Business Opportunity Fair has been scheduled November 6. This full day event, Co-hosted by KDOC and EMBD, is being promoted throughout the State of Kansas.