

1 **Joint Economic Development Organization (JEDO) Resolution 2015-1**

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3 A Résolution Authorizing Issuance of a Request for Proposal (RFP) for an Economic
4 Development Consultant

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6 WHEREAS, in November 2014, the voters of Shawnee County, Kansas, approved a half-
7 cent sales tax commencing January 1, 2017, for 15 years; and

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9 WHEREAS, \$5 million of the sales tax is to be dedicated annually for economic
10 development; and

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12 WHEREAS, as stewards of the tax dollars for economic development, JEDO is
13 committed to ensuring that those tax dollars are being utilized effectively to achieve
14 the highest economic development return on investment as possible; and

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16 WHEREAS, an economic development consultant should be retained to advise
17 JEDO on economic development objectives, strategies and expectations for the
18 Topeka/Shawnee County community.

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20 NOW, THEREFORE, BE IT RESOLVED BY THE JEDO BOARD that an RFP be
21 issued to solicit proposals from qualified and experienced economic development
22 consultants to conduct an economic development analysis for Topeka/Shawnee County
23 that encompasses the following:

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25 • Vision and mission

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27 Develop a vision and mission statement for successful economic development goals in
28 Topeka/Shawnee County with respect to Primary Jobs, Retail, Workforce
29 Development, Small Business/Entrepreneurial, Minority Inclusion and Empowerment,
30 and Quality of Life.

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32 • Strategies

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34 Identify strategies that would improve the competitiveness and economic growth
35 potential of Topeka/Shawnee County, recognizing the dedicated sales tax for
36 economic development, available assets, and the economic environment of our
37 community through all necessary means including active solicitation of public input reflective
38 of our city and county.

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40 • Measurements

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42 Using “best practice” benchmarks, what industry-wide performance measures should be
43 adopted for Topeka/Shawnee County to measure the effectiveness of our expenditure
44 of public funds for economic development and their effectiveness at reaching all socio-
45 economic levels in the community?
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47 • Incentives

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49 What are the most innovative and successful incentive strategies being used by
50 communities of similar market size to Topeka/Shawnee County, and how can we
51 optimize our use of incentives?

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53 • Organization

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55 What should be the optimal relationship between and among the economic
56 development partners [the citizens, the City/County, state, regional, the Chamber of
57 Commerce and other private or public entities, and the JEDO contractor(s)] to best
58 achieve economic growth?

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60 Are there systemic changes to JEDO that would (1) enhance our ability to compete
61 effectively for economic development opportunities, and (2) inspire greater public
62 confidence in our expenditure of public funds for economic development?

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64 • Marketing

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66 Recommend any effective and aggressive marketing strategies to improve the
67 economic development potential of Topeka/Shawnee County.

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69 • Communication

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71 Recommend strategies for effective communication of economic development goals,
72 accomplishments, and processes.

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74 ADOPTED AND APPROVED BY JEDO ON MARCH 25, 2015.

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80 ATTEST:

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Brenda Younger
Brenda Younger, City Clerk

Larry E. Wolgast
Larry E. Wolgast, JEDO Chairperson