



# **Economic Development**

**1<sup>st</sup> Quarter 2016**

**Report to JEDO**



## 1<sup>ST</sup> Quarter 2016

GO Topeka staff worked in the first quarter of 2016 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 53 site location consultants and corporate real estate professionals in face to face meetings. During the first quarter, staff worked with 8 new prospects resulting in 3 formal incentive proposals. The current portfolio of New Business Attraction projects, at the end of the first quarter includes 24 projects, capturing potential for 4,790 new direct jobs and \$1,226,800,000 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program made 54 visits in the first quarter of 2016 and is currently working on 10 active projects, of which 3 were opened this quarter. Based upon data received to date, the 10 projects represent \$35,000,000 in new capital investment, and 256 direct new and retained jobs. Three annual audit verifications are in progress. Efforts continue to grow partnerships with business, industry and education to meet the needs of local businesses through the coming Manufacturing and Distribution roundtable to be held in the 2<sup>nd</sup> quarter.

Workforce Development initiatives continue to grow and expand. The JEDO scholarship program with Washburn Tech for the spring 2016 semester reports a total of 50 awards, totaling \$33,000 year to date. Meetings were coordinated with the Topeka Workforce Center and the Topeka Capital Journal to develop workforce and jobseeker partnerships, reduce duplication of services and expand resources. Other efforts in the workforce development area include meetings and coordination with workforce partners regarding transportation data and supporting employer hiring events.

GO Topeka's Entrepreneurial and Minority Business Development continues to serve as a catalyst for growing and strengthening Shawnee County's small business community. Initiatives include increasing the number of small business calls, unveiling the Small Business Incentive Grant, providing access to buyers from larger corporations and collaborating with community organizations such as Lulac and the NAACP to create two minority business directories.

The new Blue Ribbon Lunch and Learn Series was created to address more of the issues and concerns for small businesses. The quarterly series will cover Marketing, Human Resources, Finance and Legal concerns. More than 126 attendees participated in the Marketing Series this quarter. Other efforts included collaborating with community partners such as the Department of Commerce, Federal Home Loan Bank and the NAACP to host an informational session on business procurement opportunities for small business. EMBD "business calls" efforts have aided in uncovering additional needs in the small businesses community.

The following report gives much more detail as to all of the accomplishments and results of GO Topeka staff for the first quarter 2016.

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

Progress 1<sup>st</sup> Quarter

- 8 new prospects

**Goal 1.2:** 12 new qualified projects (formal incentive proposals and/or prospect visits)

Progress 1<sup>st</sup> Quarter

- 3 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 1<sup>st</sup> Quarter

- Face-to-face meetings with 53 site consultants and national corporate realtors at Site Selectors Guild, Industrial Asset Management Council, KCADC meetings, Retail Industry Leaders of America and one-on-one meetings set by GO Topeka staff.

**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, 2016 the current GO Topeka portfolio of new business attraction prospects/projects includes:
  - 24 projects
  - \$1,226,800,000 potential capital investment
- As of March 31, 2016 the current GO Topeka portfolio of existing business expansion prospects/projects includes:
  - 10 projects
  - \$35,000,000

**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 projects/prospects includes:
  - 4790 potential new direct jobs
- Current GO Topeka portfolio of existing business expansion projects/prospects includes:
  - 256 potential new 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: \$40,716 (2015 Third 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 projects/prospects includes:  
Average projected wage of \$36,902 based on projects/prospects information to date.

**Additional Attraction Actions Implemented in 1<sup>st</sup> Quarter 2016**

- Met with commercial brokers and retail and logistics companies at the national Retail Industry Leaders of America Logistics Forum.
- Marketed Topeka/Shawnee County to over 20 of the top site selectors in the country at the Site Selectors Guild conference.
- Represented Topeka/Shawnee County at the Industrial Asset Management Council spring conference.
- Launched a new GIS system on the GO Topeka website.
- Attended the Kansas Economic Development Alliance Legislators Forum.
- Hosted Lawrence and Manhattan chambers for a Kansas Research Nexus meeting to grow our regional legislative partnership.
- Attended the KCADC Alliance meeting to market Topeka/Shawnee County to Kansas City area brokers.
- Selected a new Customer Relations Management program to launch in early second quarter.
- Attended community broadband meetings to collaborate on future plans.

## Existing Business and Workforce Development

Team Leader: Barbara Stapleton

**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 120 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

- 54 business visits were conducted in the first quarter of 2016. Of those visits, 27 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 currently is working to assist 10 companies, of which 3 projects were opened in the first quarter of 2016.

**Goal 3.3:** Aid Topeka/Shawnee County residents in acquiring workforce training that improves their skill set and meets local company job demands. This assistance must involve organizational assistance, funding, planning, or marketing the program.

Progress 1<sup>st</sup> Quarter

- The Washburn Institute of Technology scholarship program awarded 50 awards for the spring semester.
- Eighteen bus passes have been provide through the Topeka Rescue Mission's CARE program, a workforce initiative.

### **Additional Existing Business and Workforce Development Activities Implemented in 1<sup>st</sup> Quarter 2016**

#### **Existing Business:**

- Hosted the HR Breakout with recruitment information and resources regarding hiring opportunities via the Veteran's Employment Center, [www.vets.gov](http://www.vets.gov)
- Meetings began for the planning of the Financial Services Summit, to be hosted in October 2016.
- Planning continued for the 2<sup>nd</sup> Manufacturing & Distribution Roundtable, to be hosted April 18, 2016.

#### **Workforce Development:**

- Coordinated meetings regarding Washburn Tech East planning.
- Attended USD501's Education Summit.
- Met with Topeka's Justice Unity and Ministry Project team and the Topeka Metro regarding workforce transportation concerns at their request.
- Attended Washburn Tech's National Technical Letter of Intent Signing Day.
- Continuing coordination of the KanVet Benefits Office at Washburn Tech.

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

As of January 2016, EMBD has made a significant first quarter impact on pre venture, entrepreneurs and existing small businesses through counseling, training, educational seminars

- Lunch and Learn Attendees (2 sessions/76 attendees)
- New Venture (One class/10 participants)
- Community Outreach (TIBA/Hermanitas, NOTO, Downtown Merchants, Brookwood and Fairlawn Plaza)
- Counseling Sessions (assistance/counseling of 89)
- Site visits conducted during the period (10)

**Goal 4.2** Increase the number of applications received by TSCFOF during FY-2016 year.

Progress 1<sup>st</sup> Quarter

- In an effort to build the pipeline for the TSCFOF, EMBD continues to market the TSCFOF in addition to a new financial tool. Radio and television ads have been recorded. The radio ad is currently being aired.
- The Topeka/Shawnee Small Business Incentive Program was launched in February and has been extremely successful during First Quarter. The Incentive Program provided assistance to 11 small businesses, offering a match of more than \$51,000 to help with the growth or expansion of these businesses. Businesses range from a landscape business to a sign company. The pipeline of this program is strong and currently has 16 businesses in the processing stage.

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

Progress 1<sup>st</sup> Quarter

- The Department of Commerce and the Federal Home Loan Bank were featured at annual breakfast, hosted by EMBD. The Department of Commerce shared steps necessary to be able to do business with Commerce. The Federal Home Loan Bank presented on the upcoming project of the new Federal Home Loan Building. The representative informed the group that they would need a variety of different skills to assist with this project. She will be in touch with GO Topeka when the RFPs are complete.

**Additional EMBD Actions/Initiatives Implemented in 1<sup>st</sup> Quarter 2016:**

- Collaborated with LULAC and the NAACP to create minority business directories. These businesses will be used a tool to assist corporate buyers with identifying minority businesses opportunities as well as a reference tool for members of the community.
- Met with the leaders of Central Topeka to discuss possible options for the Dillon grocery store.
- Met with NOTO business owners to share information about the Small Business Incentive program. NOTO businesses have aggressively taken advantage of the incentive program, making it a huge success.
- Continued the conversation with PTAC regarding housing an office in Topeka market.
- Involved with and/or supported 16 community programs/organizations since January 2016.
- Work with KTWU on marketing the Working Capital small business program
- Recorded ads promoting the Topeka/Shawnee County Small Business Incentive and the TSCFOF. Radio ads are currently running. The television ads are running on KTWU. The programs are also marketed in TK Magazine.
- Grew the social media outreach by 16% during the first quarter.