



Economic Development

3rd Quarter 2016

Report to JEDO



3rd Quarter 2016

GO Topeka staff worked in the third 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 third quarter met with 30 site location consultants and corporate real estate professionals in face to face meetings. During the third quarter, staff worked with 7 new prospects resulting in 1 site visit. The current portfolio of New Business Attraction projects, at the end of the third quarter includes 25 projects, capturing potential for 3,639 new direct jobs and \$417,000,000 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program made 27 visits in the third quarter of 2016 and is currently working on 13 active projects, of which 3 were opened this quarter. Based upon data received to date, the 13 projects represent \$331,000,000 in new capital investment, and 1565 direct new and retained jobs. Seven annual audit verifications are in progress. Efforts continue to grow partnerships with business, industry and education to meet the needs of local businesses through future training opportunities and the Manufacturing and Distribution roundtable, hosted in September.

Workforce & Education initiatives continue to develop and grow. Participation and support of diversity & inclusion meetings began, in partnership with local employers to support their needs. Assistance was provided to local high schools to secure internship opportunities for their seniors in internship classes. Served as a convener to connect business with education partnerships through Washburn Tech. Offered work ethic development training in conjunction with the Board of Regents to school districts and primary employers. Hosted the Shawnee County Superintendents' Forum to unite the county school districts and encourage shared insights and future collaboration.

GO Topeka's Entrepreneurial and Minority Business Development (EMBD) program continues to serve as a foundation for entrepreneurial growth and development. By providing training, financial assistance and counseling to the small business community, GO Topeka is creating an atmosphere that supports, nurtures and sustains its entrepreneurs. Collaborating with entities such as Washburn University, 712 and the Procurement and Technical Assistance Center and others will ultimately help entrepreneurs dream bigger and turn their dreams into a reality.

The following report gives much more detail as to all the accomplishments and results of GO Topeka staff for the third 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 1st Quarter

- 8 new prospects

Progress 2nd Quarter

- 7 new prospects

Progress 3rd Quarter

- 7 new prospects

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

Progress 1st Quarter

- 3 formal incentive proposals

Progress 2nd Quarter

- 1 formal incentive proposal
- 4 site visits

Progress 3rd Quarter

- 1 site visit

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 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.

Progress 2nd Quarter

- Face-to-face meetings with 48 site consultants and national corporate realtors at SelectUSA, in-community meetings and target industry conferences.

Progress 3rd Quarter

- Face-to-face meetings with 30 site consultants and national corporate realtors at KCADC events, IEDC and SEDC.

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, 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 potential capital investment

Progress 2nd Quarter

- As of June 30, 2016, the current GO Topeka portfolio of new business attraction prospects/projects includes:
 - 27 projects
 - \$1,314,000,000 potential capital investment
- As of June 30, 2016, the current GO Topeka portfolio of existing business expansion prospects/projects includes:
 - 10 projects
 - \$6,000,000 potential capital investment

Progress 3rd Quarter

- As of September 30, 2016, the current GO Topeka portfolio of new business attraction prospects/projects includes:
 - 25 Projects
 - \$417,000,000 potential capital investment
- As of September 30, 2016, the current GO Topeka portfolio of existing business expansion prospects/projects includes:
 - 13 projects
 - \$331,000,000 potential capital investment

Q2 - Futamura USA – approximately \$30M in 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 projects/prospects includes:
 - 4790 potential new direct jobs
- Current GO Topeka portfolio of existing business expansion projects/prospects includes:
 - 256 potential new direct jobs

Progress 2nd Quarter

- Current GO Topeka portfolio of new business attraction projects/prospects includes:
 - 5840 potential new direct jobs
- Current GO Topeka portfolio of existing business expansion projects/prospects includes:

- 778 potential new direct jobs

Progress 3rd Quarter

- Current GO Topeka portfolio of new business attraction projects/prospects includes:
 - 3639 potential new direct jobs
- Current GO Topeka portfolio of existing business expansion projects/prospects includes:
 - 1548 potential new direct jobs

Q2 - se2 – Up to 200 new 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: \$44,512 (2015 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 projects/prospects includes:
 Average projected wage of \$36,902 based on projects/prospects information to date.

Progress 2nd Quarter

- Current GO Topeka portfolio of new business attraction and existing business expansion projects/prospects includes:
 Average projected wage of \$35,133 based on projects/prospects information to date.

Progress 3rd Quarter

- Current GO Topeka portfolio of new business attraction and existing business expansion projects/prospects includes:
 Average projected wage of \$34,842 based on projects/prospects information to date.

Additional Attraction Actions Implemented in 1st 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.

Additional Attraction Actions Implemented in 2nd Quarter 2016

- Hosted 13 site consultants for a Team Kansas event in Topeka.
- Attended community broadband meetings to collaborate on future plans.
- Attended International Economic Development Council conference in Tulsa, OK.
- Co-hosted a booth at the SelectUSA Investment Summit with Kansas Department of Commerce.
- Attended Kansas International Trade Day at Washburn University.
- Hosted lunch and learn for local brokers to learn about new GIS system on our website and talk about marketing their properties.

Additional Attraction Actions Implemented in 3rd Quarter 2016

- Attended multiple KCADC meetings with corporate real estate partners.
- Attended International Economic Development Council conference in Cleveland, OH.
- Attended the Southern Economic Development Council Annual meeting in Kansas City where we received an award for “Website Content and Functionality”
- Attended the Economic Development Research Partners retreat.
- Presented at the Topeka Neighborhood Leaders meeting.
- Attended community broadband meetings.
- Hosted one company for an in-community site visit.
- Met with local developers about possibility of future projects.

Business Retention & Expansion

Team Leader: Jackie Carlson

Workforce and Education

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 1st Quarter

- 54 business visits were conducted in the first quarter of 2016. Of those visits, 27 consisted of major employers.

Progress 2nd Quarter

- 35 business visits were conducted in the second quarter of 2016. Of those visits, 16 consisted of major employers.

Progress 3rd Quarter

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

Progress 2nd Quarter

- Staff is currently working to assist 10 companies, of which 1 project was opened in the second quarter of 2016.
- Staff completed Projects Reef (se²) and Sand (Futamura USA) with up to 228 new jobs and up to \$30 million invested.

Progress 3rd Quarter

- Staff is currently working to assist 13 companies, of which 3 projects were opened in the third 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 1st Quarter

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

Progress 2nd Quarter

- Thirty-five bus passes were provided through the Topeka Rescue Mission's CARE program, aiding in participants' transportation needs to interviews and secured job opportunities.
- The KanVet Benefits Office was staffed and opened on Washburn Tech's campus. A service for all veterans in the community in need of benefits assistance.

Progress 3rd Quarter

- Eighteen bus passes provided through the Topeka Rescue Mission's CARE program.
- 5 employers and 3 schools participated in the work ethic development training, hosted by Washburn Tech to provide measurable outcomes beyond traditional soft skills training.

Additional Existing Business and Workforce Development Activities Implemented in 1st 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
- Meetings began for the planning of the Financial Services Summit, to be hosted in October 2016.
- Planning continued for the 2nd 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.

Additional Existing Business and Workforce Development Activities Implemented in 2nd Quarter 2016

Existing Business:

- Meetings continue for planning of the Financial Services Summit, to be hosted October 19, 2016.
- Hosted the 2nd Manufacturing & Distribution Roundtable, bring employers and educational institutions together to align needs of employment and education.

Workforce Development:

- Coordinated meetings between employers and the workforce center for hiring event needs.
- Development of a work ethic training initiative to support school districts and employers.
- Met with DCF's Hope Mentoring director to explore workforce opportunities.

Additional Existing Business and Workforce Development Activities Implemented in 3rd Quarter 2016

Existing Business:

- Hosted the 3rd Manufacturing & Distribution Roundtable, introducing our new director of business retention & expansion.

Workforce Development:

- Coordinated meetings between employers and Washburn Tech for training needs.
- Development of a work ethic training initiative to support school districts and employers.
- Meetings continue for planning of the Financial Services Summit, to be hosted October 19, 2016.

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

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 93)
- Site visits conducted during the period (10)

Progress 2nd Quarter

Second quarter introduced a number of new training options for businesses in Shawnee County. EMBD collaborated with existing businesses to deliver practical training for new and existing small business owners and their employees.

- Lunch and Learn Attendees (100)
- Cyber Summit (25)
- Breakfast Buzz (31)
- Google Workshops (73)
- Community Outreach (Topeka Gives, Brookwood and Fairlawn Plaza Merchants)
- Small Business Awards (328)
- Counseling Sessions (89)
- Site Visits (NOTO Brookwood, Downtown and Fairlawn Plaza Merchants)

Additional EMBD Actions/Activities and Initiatives implemented during Second Quarter.

- Sponsored Quickbooks I and II classes for 10 small businesses owners.
- Involved with and/supported 10 community programs.
- Increased contact through social media by 21% during second quarter.

Progress 3rd Quarter

Third Quarter workshops included trainings for small businesses and corporate professionals. Volunteer professionals conducted the workshops and shared real world examples and solutions.

- Google for Business Workshops (66)
- Human Resources Workshops (39)
- Breakfast Buzz (34)
- Women of Influence (325)
- Legal Issues (16)
- Community Outreach – Various retail and community presentations (41)

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

Progress 1st 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.

Progress 2nd Quarter

- The pipeline for the TSCFOF continues to grow. There are currently three prospects in the pipeline for the Loan Fund and one potential. The makeup of these companies includes a small pet food manufacturer, two auto repair shops and one miscellaneous business.
- The Topeka/Shawnee Small Business Incentive Program continues to assist in filling the gap for small businesses. The Charts below provide supporting data.

New Businesses Rec. Incentives	Jobs Created	Dollars Disbursed
12	19 FT/11 PT	\$70,920.11

Existing Bus. Rec. Incentives	Jobs Created or retained	Dollars Disbursed
26	57 FT/47 PT	\$74,318.57

Disbursements by Month	Number of Clients	Amount Disbursed
March	2	\$ 5,289.00
April	9	\$ 46,524.79
May	8	\$ 24,966.74
June	17	\$ 61,910.89
July	2	\$ 6,547.26
Total Clients	38	\$ 145,238.68

Progress 3rd Quarter

- JEDO Board approved the use of rollover funds to replenish the Small Business Incentive Program. As the report below indicates, Incentive requests are very active. They currently include 14 retail businesses and 30 service based businesses.

Small Business Incentive Report (YTD)

New Businesses Rec. Incentives	Jobs Impacted	Dollars Disbursed
18	30 FT/16 PT	\$109,875.48

Existing Bus. Rec. Incentives	Jobs Impacted	Dollars Disbursed
26	95 FT/116 PT	\$124,920.06

Business Mix	Retail	Service
	14	30

Month	# of Incentives	Amount Disbursed
March	2	\$ 5,289.00
April	9	\$ 46,524.79
May	8	\$ 24,966.74
June	17	\$ 61,910.89
July	2	\$ 6,547.26
August	2	\$ 2,948.11
September	10	\$ 61,608.75
October	4	\$ 25,000.00
Total Incentives	55	\$ 234,795.54

*Please note

Eight companies received multiple incentives.

Three Pending Application - \$16,500.00

Goal 4.3

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

Progress 1st 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.

Progress 2nd Quarter

- In a collaborative effort, EMBD is working with the Federal Home Loan Bank to increase the minority contractor participation on the construction of their new facility. EMBD, along with the General Contractor (McPhersons Contractors, Inc.), will be hosting a Pre-Bid Meeting in August to inform subcontractors about potential opportunities on the new FHLB Building Project.

Progress 3rd Quarter

- EMBD is currently working with the Procurement and Technical Assistance Center. EMBD continues to be a resource for penetrating the Topeka market. Working with the Regional Director to put together the request to house a PTAC Specialist in this region. Over the past three years, PTAC has aided Shawnee County businesses in procuring several million dollars in business. Having a local contact will make an impact.

Additional EMBD Actions/Initiatives Implemented in 1st Quarter 2016:

- Collaborated with LULAC and the NAACP to create minority business directories. These businesses will be used as 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.

Additional EMBD Actions/Initiatives Implemented in 2nd Quarter 2016:

- EMBD is in continuous discussion with the Kansas Procurement and Technical Assistance Center (PTAC) about expanding its reach and maintaining an office in the Shawnee County region. PTAC certifies small businesses to do business with the federal government and

assist them with bid preparation. As mentioned in the 2016 Association of PTAC's report, companies working with PTAC were awarded 73,000 government contracts worth over \$12 billion. PTAC is funded through cooperative agreements between local host organizations and the U.S. Defense Logistics Agency (DLA). APTAC estimates that the return-on-investment is \$344 for every federal dollar invested in the PTAC program.

Additional EMBD Actions/Initiatives Implemented in 3rd Quarter 2016:

EMBD continues to work on several Special Initiatives. Some of them include:

- Serving as a Board Member of 712i, the local Co-Work/Maker Space, assisting with identifying a sustainable funding sources and developing a growth plan;
- Collaborating with the Topeka Chamber to coordinate small business workshops for the upcoming Chamber Business Expo;
- Working with Washburn University School of Business to host the Third Annual Pitch Contest for student entrepreneurs;
- Supporting businesses throughout the County by planning and promoting the 2016 Small Business Saturday initiative.