



Economic Development

1st Quarter 2015

Report to JEDO





1st Quarter 2015

GO Topeka staff worked in the first quarter of 2015 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 51 site location consultants and corporate real estate professionals in face to face meetings. Additionally, staff hosted 3 in-community site visits. During the first quarter, staff worked with 6 new prospects resulting in 1 formal incentive proposal. The current portfolio of New Business Attraction projects, at the end of the first quarter includes 34 projects, capturing potential for 5,438 new direct jobs and \$1,147,000,000 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program made 24 visits in the first quarter of 2015 and is currently working on 8 active projects; which, based upon data received to date, represents \$30,200,000 in new capital investment, and 829 direct new and retained jobs. 3 annual audit verifications were completed with 5 additional audit verifications begun. Project Blue Sky was completed with up to 12 new jobs, 20 retained jobs and up to \$42.3 million invested. Work continues toward introductions, meetings and educating local businesses of resources available within the community.

Workforce Development initiatives continued with the M-TECH and scholarship programs. The M-TECH program was evaluated for adaption to improve high school students' preparedness to enter the workforce upon graduation and is transitioning to the Certified Production Technician (CPT) training, which is eligible for the Excel in Career Technical Education Initiative (SB155). The scholarship program with Washburn Tech awarded 14 awards totaling \$5,750 in the spring semester, bringing the total number of awards for fall and spring to 61 and the total amount awarded to \$33,000. Collaboration efforts between industry and Washburn Tech have advanced, with additional marketing efforts on behalf of the railroad diesel technology program.

Other efforts in the workforce development area included additional discussions regarding programs that would assist Veterans and a program involving the reintegration of previously incarcerated individuals.

The Entrepreneurial and Minority Business Development Department (EMBD) First Quarter activities provided a number of growth opportunities for small businesses. EMBD hosted a variety of forums, trainings, education and networking events designed to aid in the growth and development of the new and existing small business owner. During First Quarter, the staff hosted the USD 501 Workshop that had more than 150 attendees. Several other educational opportunities took place as EMBD held workshops that covered social media marketing (50), strategic planning (6), and Kauffman New Venture - small business start up (12).

Additional efforts included a major push to work within the community to create more visibility and support for the entrepreneurial education programs and to uncover future clients for the Loan Fund. Outreach was strong as the staff interacted with and/or presented to several local organizations

including the included the NAACP, US Small Business Administration, KTWU, The Department of Commerce, Network Kansas, SCORE, Hermanitas, Buffalo Soldiers, USD 501, ABWA, and Net Reach. Finally, the TSCFOF reviewed three loan packages during the Quarter; however, due to the client's inability to meet the lending criteria, TSCFOF was unable to fund the requests.

Creating a strong and vibrant small business community is critical of Topeka's future. Collaborating with other agencies will be critical in achieving this goal. Staff will continue to build alliances and long term relationships with agencies and organizations that support the growth of Topeka's small business community.

The following report gives much more detail as to all of the accomplishments and results of GO Topeka staff for the first quarter 2015.

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

- 6 new prospects

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

Progress 1st Quarter

- 1 prospect visit with formal incentive proposal

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 51 site location consultants and national corporate realtors at Team Kansas events, SelectUSA, Southern Economic Development Council, Mid-America Economic Development Council 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, 2015 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
34 Projects

\$1,147,000,000 Potential capital investment

- As of March 31, 2015 Current GO Topeka Portfolio of Existing Business Prospects/Projects includes:
8 Projects
\$30,200,000 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:
5,438 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
120 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 (2014 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 \$41,923 based on data received from Prospects/Projects to date

Additional Attraction Actions Implemented in 1st Quarter 2015

- Staff attended the Kansas Economic Development Alliance Legislative Day to hear about relevant topics being discussed in the 2015 session.
- Selection of the new marketing agency for GO Topeka's marketing materials.
- Selection of the agency for the development of a new and improved website for GO Topeka.
- Completed Target Industry Study and revised targets for attraction efforts.
- Met with consultants at Mid-America Economic Development Council.
- Co-hosted consultant event in Kansas City for area consultants.
- Attended the SelectUSA conference to meet with international site consultants.
- Co-hosted consultant event in Atlanta for area consultants.

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 1st Quarter

- 16 business visits were conducted in the first quarter of 2015. Of those visits, 8 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 8 companies.

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

- WorkKeys testing has been completed for 2014-2015 school year. Testing scores are being compiled and will be presented to each school district in late May at the post WorkKeys Counselor Meeting.
- The Washburn Institute of Technology scholarship program awarded 14 awards for the spring semester.

Additional Existing Business and Workforce Development Activities Implemented in 1st Quarter 2015:

Progress 1st Quarter:

Existing Business:

- Meetings continue for the planning of the Financial Services Summit, tentatively scheduled for September 23.

Workforce Development:

- Moving forward with Manufacturers in the Classroom development, will have updated presentation in the schools by the beginning of the fall semester

- The M-TECH program is now targeted within the Certified Production Technician (CPT) training, which is eligible for the Excel in Career Technical Education Initiative (SB155).
- Initial meeting conducted with Washburn University and Washburn Institute of Technology for the development of the Veteran's program

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

The first Quarter training consisted of workshops and classes for the new existing business owners. A variety of trainings and presentations in marketing, strategic planning, startup, finance and other outreach areas allowed EMBD to interact, inform and educate more than 206 individuals about the Entrepreneurial and Minority Business Development programs.

- A four week Strategic Planning Series was conducted by Dr. Norma Juma, Professor at Washburn University. The attendees performed a SWOT analysis on the businesses. The course guided the attendees in defining strategic planning as it related to their company, determine how they should be engaged in their company's growth, detailed the difference in the business plan and strategic plan; the course also covered effective marketing, advertising and identified ways to uncover innovation in their individual industries.
- The first Kauffman New Venture class this year began in March. This group of 12 potential entrepreneurs has traditional and nontraditional ideas on creating new small businesses.
- The Breakfast Buzz provided education on Effectively Marketing Your Brand using social media. The information educated the audience on the importance of using the modern day marketing tools. More than 50 small businesses attended this event.

- The EMBD met, collaborated and/or provided education and outreach with several organizations during first quarter – they included the NAACP, US Small Business Administration, KTWU, Hermanitas, Buffalo Soldiers, USD 501, ABWA, and Net Reach (Highcrest).

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

Progress 1st Quarter

- EMBD presented three loan applications to the TSCFOF this quarter; however, none of the loans were approved. The Loan Committee is made up of bankers and entrepreneurs. This allows for a non bias opinion when viewing the loan packages. In an attempt to grow the pipeline for this fund, outreach for the loan fund is nonstop. The TSCFOF has begun receiving referrals from a few banks in the community as well.

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

Progress 1st Quarter

- In January, GO Topeka’s EMBD co hosted a workshop in collaboration with USD 501. The Doing Business With USD 501 workshop was well attended with more than 150 in attendance. This Workshop provided details on the upcoming RFPs for the project, certification and shared a two-year project time for the workshop.