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THE TOPEKA/SHAWNEE COUNTY SMALL BUSINESS INCENTIVE

The Topeka/Shawnee County Small Business Incentive is a matching incentive program that offers small businesses assistance in the areas of employee skills upgrades, equipment purchases and facility construction and renovation. The incentives are rapidly becoming popular as businesses gear up to meet the needs of their customers.

GO Topeka will be offering four incentives for small business. See attachment for detailed incentive overview.

Small Business Employee Training Grant: Available to small businesses to enhance employee skillset. This incentive is for independent small business owners (non-franchisees). The incentive is limited to two employees per company. Funds can be used specially for training, skills enhancement or certifications. Funds cannot be used for transportation, hotel stay, or meals. The company will need to complete the application process prior to training. Once the training is complete, the company will need to provide a copy of the certificate, and submit a follow-up report. This incentive will **cover up to \$750 per employee** (limit of two employees per company). The check will be made payable to vendor delivering the training.

Small Business Equipment Purchase: This incentive can be used towards the purchase of new or used equipment needed for the day to day operation of the small business. The business must make the **approved purchase(s) up front and submit all necessary paperwork and receipts. The business will receive a check for half the expense of the purchase, up to \$5,000.**

Small Business Construction and Renovation Incentive: This incentive can be used towards the enhancement of an existing business or the construction of a new property. The business must make the **approved purchase(s) up front and submit all necessary paperwork and receipts. The business will receive a check for half the expense of the purchase, up to \$5,000.**

Marketing Incentive: This program will be used to develop or enhance marketing programs for



small businesses. Funds can be used for website (update or building), newspaper, magazine, radio or television ads, banners, signage, or promotional materials. This one time \$750 per business incentive is available to help promote small businesses through advertising/marketing. The check will be made payable to the vendor providing the service.

For more information contact [Glenda Washington](#).