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GO Topeka Staff

go >topeka GO Topeka 785.234.2644 GOTopeka.com 719 S Kansas Ave. Ste.100 Topeka, KS 66603

Cover photo: Multicultural Mural Reveal

Inside COVER photo: Forge Young Talent holds its first DEI Membership Mixer

**Business** Attraction

Kansas **PTAC** 

Topeka In The News

**Small Business** 

**Incentives** 

Small

Business

Equity & Opportunity

Choose Topeka Choose & Workforce Topeka

Choose Topeka & Workforce

GO Topeka New Staff Members

2022 GO Topeka **Board of Directors** 

Momentum 2022 focuses on five key elements to make Topeka & Shawnee County a better place to live, work, play and do business.



Develop Homegrown Talent



Create Vibrant & Attractive Places



Grow a Diverse Economy



Promote a Positive Image



Collaborate for a Strong Community

KFY

# FOPEKA & SHAWNEE FOUND



# **GRADUATION RATE**

STATE OF KANSAS 87.9%

SHAWNEE YTUOO! 87.8% Four-year adjusted cohort formula (all Schools 2020-2021)

Ξ

# STUDENT-LEVEL METRICS

6th Grade 14.4% Math 26.2% 33.4% Excellent Effective (2021)Limited Basic 3rd Grade Reading %9.67 28.9% 16.5%

#### (Population 25 years and older) equivalency) High school graduate (includes 9th to 12th diploma 5.1% grade, no Less than 9th grade **EDUCATIONAL ATTAINMENT** 7.6% professional degree Graduate or Some college, no degree **22.7**% – 11.1% Bachelor's Associate's degree **20.2**% degree 7.0%

#### CERTIFICATES EARNED

1,106

(Less than a 2-year degree) (2020)

**CREATE VIBRANT & ATTRACTIVE PLACES** 

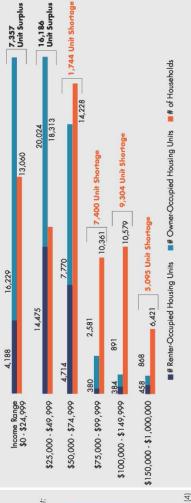
This score rates the overall livability of Shawnee County on a scale from 0 to 100. It is based on the average score of seven livability categories—housing, neighborhood, transportation, environment, health, engagement, and opportunity—which also range from 0 to 100.

No change from 2017 and 2018 51

2022 Target: 58 AARP livability index

# PEDESTRIAN FRIENDLINESS (2021)





\*The analysis does not account for age or quality of housing units, and there is the possibility that upper income households are likely outcompeting lower income households for the same housing units.

# ATTENDANCE AT ATTRACTIONS

AFFORDABLE HOUSING (2022 Q1)

508,519 PEOPLE (2021)

16,186 Unit Surplus

Tetal attendance of the following Shawnes County Amaricans: Topska Zook SC Midden's Discovery Center, PMC, Old Partie Town, KS State Capital, CTL Surfaver Scoren, Blown as Band NHS, Enek Kinnela Museum, Auseum of KS Netl Cadad, Contab Aki Museum, Juseum of KS Netl Cadad, Contab Aki Museum, Liphawe, Geed Coverland Salane, Richael Loylawak, Theater, Richael House, Geed Coverland Salane,

750,000 people 2022 Target:



## POSITIVE IMAGE PROMOTE A

#### **NET PROMOTER SCORE** (NPS)

recommend a product or experience to others. An index ranging from -100 to 100 that measures the willingness of customers to



# COLLABORATE FOR STRONG COMMUNITY

# NON-PROFIT BOARD DIVERSITY

PHYSICAL AND MENTAL HEALTH

Gender Age Group

Ethnicity

CURRENT SHAWNEE COUNTY DEMOGRAPHICS

Ethnicity

Gender

Age Group

that non-profit

It is intended

as a whole. To

that end, the should mirror the graphs at

graphs above

the community

reflective of boards are

82.44% 8.51% .95% 1.50% ...
White Black or American Asian Distriction Asian Professor African Indian & Alone Physical Alone Native Physical Alone Native 10.4% 1.08% 85.3%

6.06% 2.84% 3.71%
Notive Some Iwo or Hawaiin other race more Routic Placific Induced NON-PROFIT BOARD DIVERSITY 1.79% 1.08% Race

**INFANT MORTALITY RATE** 

(2021)

2.7 Physical | 3.2 Mental

2022 Target:

Average number of physically/mentally unhealthy days reported in past 30 days (age-adjusted)

# TOTAL PRIVATE JOBS

(Private = Non-Government Jobs) (5) (December 2021)

\$453.2M ser year Goal: \$350M

Topeka during regular communications with companies or

when companies work with GO Topeka to receive an For this report, capital investment is captured by GO

incentive for an investment. The numbers are self-reported

and exclude the cost of maintenance. GO Topeka makes

(9)

(2020 MSA)

\$39,290

**6,466** OR **8.4%**PEOPLE WORK AT
A NEW BUSINESS

every attempt to gather this info for all companies in

Capital investment is the amount of money new or current

businesses spend to create, expand or improve facilities.

0

PRIVATE CAPITAL INVESTMENT

**GROW A DIVERSE ECONOMY** 

**ANNUAL MEDIAN WAGE IN TOPEKA** 

SHARE OF EMPLOYMENT

AT NEW BUSINESSES

(DECEMBER 2022)

2022 Target: \$350M

Shawnee County, however some will not be captured due

to lack of awareness of the investment.

2022 Target: \$39,000

8

open less than five years)(2020 Q3)

2022 Target: 7,093 people

(New business is any that has been

2022 Target: 79,000 jobs

0 .5%

Department of Education, 2 U.S. Census Bureau, ACS 5-Year Estimates, 3 AARP Livability Index, 4 City of Topeka Planning Department, 5 Quarterly Census

County uness otherwise stated, Sources: 1 Kansas State

SHAWNEE COUNTY **POVERTY RATE IN** 

**ELIGIBLE FOR** 

NUMBER OF PEOPLE WORKING, BUT NOT LIVING IN SHAWNEE

**COUNTY** (2019)

(GDP) is equal to the sum

Gross domestic product

GDP OF DOLLARS (10)

GLOBAL, METRICS

ot personal consumption

expenditures, gross

private domestic

N 2020

STUDENTS

FREE OR REDUCED

LUNCHES

All metrics refer to Shawnee

CHILD POVER

Ranking, 10 Bureau of Economic Analysis, 11 U.S. Census Bureau, Small Area Income and Poverty

Estimates

Survey, & U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 9 County Health

6 Occupational Employment Statistics, ▼ Momentum 2022

of Employment and Wages,

2022 Target: 10%

2022 Target: 48%

(2020)

51.4%

4 1

PROVIDED BY

2022 Target: \$11.500 GDP in billions of current dollars

N 2017

SHAWNEE COUNTY (2020) (10) 39,313 OR 38.7% PER CAPITA INCOME IN 2022 Target: 33%

> investment, net exports of government consumption

goods and services, and

0 Ö

expenditures and gross

\$51,21

2022 Target: \$50,000

#### **Business Attraction**

GO Topeka works continuously to bring awareness of the business assets in Topeka and Shawnee County to site selectors and companies looking to relocate or expand. Currently, the new business attraction portfolio holds38 active projects in various industry sectors: 23 manufacturing, eight aviation, two food processing, three general office, and two bioscience.



ACTIVE **PROJECTS** 



GO Topeka put together an aviation brochure to highlight the assets at Topeka Regional Airport. This was taken to the Farnborough Airshow in the UK which is a global networking event that hosts over 96 countries and 1500 exhibitors from every industry sector looking for new business opportunities. The event was in mid-July and attended by Senator Moran, our aviation consultant and a representative from the Kansas Department of Commerce. View the aviation brochure on gotopeka.com.





#### **No Submission**

Some inquiries from companies interested in relocating or expanding have criteria Topeka and Shawnee County does not meet. Details around requests GO Topeka was unable to compete for are below:



#### **Additional Specific Requests**

- 40 Minutes from airport
- Energy capacities
- Large shovel-ready tract with direct runway access
- Previously a bakery

#### Special JEDO Meeting Reveals Latest BRE Projects

GO Topeka was hard at work advancing business retention and expansion projects during the month of June, helping local businesses grow their operations. A special Joint Economic Development Organization (JEDO) meeting was held on July 13, and the following projects were announced:

• Polo Custom Products, previously referred to as "Project Julia" is an expansion that is expected to result in an estimated economic impact of \$61 million over 10 years, with Polo Custom Products projected to make a \$700,000 capital investment. The expansion will create several new full-time jobs with an average salary of \$59,000, plus benefits. The company also intends to provide training for up to 60 existing positions, with the goal of improving outcomes for those employees so they may pursue subsequent opportunities for advancement. The performance-based JEDO incentive for this project is up to \$98,900, resulting in a 142% return on investment.

"We're proud to be headquartered in Topeka and look forward to growing our business, giving back to the community each step of the way," said Kent Lammers, president and CEO of Polo Custom Products. "We're thankful to JEDO and our wonderful community leaders for helping make this possible."

• Topeka Foundry & Iron Works, previously referred to as "Project James", is an amendment that builds on the prior "Project Bond" agreement approved in May 2020, as TFI needed to make an additional \$5 million capital investment in the existing project. In total, the company's expansion is expected to result in a \$210,500,000 economic impact over 10 years, with \$2.5 million of that economic impact resulting from the Project James amendment. The performance-based JEDO incentive for Project James is \$10,000, representing a 450% return on investment.

"The support of GO Topeka and JEDO, coupled with the great people and work TFI has become known for, are key drivers of the growth we're witnessing today," said Jon Haas, owner of TFI, an HME company. "The expansion includes investments in new technology and building restorations at 2nd and Jackson, bringing more work and more jobs to Topeka.

• Mainline Printing, previously referred to as "Project Tree", is an expansion that is expected to result in an estimated economic impact of \$104 million over 10 years, with Mainline projected to make a \$10 million capital investment over the next five years. The expansion will create up to 20 new full-time jobs with an average salary of \$40,000, plus benefits. The performance-based JEDO incentive for this project is up to \$250,000, resulting in a 298% return on investment.

"I've been impressed with the entire incentive process, as well as current efforts to keep momentum rolling in the Topeka area," said John Parker, Jr., Mainline's chief operating officer. "It has been incredible to work with our local and state government partners. We're thankful to Molly and her team at GO Topeka and the team over at the Kansas Department of Commerce for helping make Mainline's expansion a reality. As a family business that has called Topeka home for more than 60 years, Mainline is excited to carry on that legacy, as we continue to create new opportunities for employment and advancement."



#### **Kansas PTAC**

(Procurement Technical Assistance Center) February 1, 2022 - July 21 2022

\$19,209,584

Total Contract Awards for KS PTAC - Sub-Center Topeka<sup>1</sup>

\$18,743,199

Federal

\$337,600

State & Local

\$128,785

Subcontracts

6

CONTRACTS AWARDED TO SHAWNEE COUNTY BUSINESSES TOTALING \$764.725<sup>2</sup>

\$310 RETURN ON INVESTMENT (ROI) FOR EVERY \$1 JEDO INVESTS SOCIOECONOMIC STATS ON FEDERAL CONTRACT AWARDS

31

Small Disadvantaged Business

> 21 Woman-Owned Small Business

> > 12 HUBZone

Service Disabled Veteran-Owned Small Business 48
NEW CLIENTS

282 COUNSELING HOURS

TRAINING EVENTS
HELD

125
CONTRACT AWARDS<sup>4</sup>

<sup>&</sup>lt;sup>1</sup>Service area covers 32 counties in NE KS

<sup>&</sup>lt;sup>2</sup>Out of the Total Awards Amount shown above

<sup>&</sup>lt;sup>3</sup>JEDO was requested to invest \$61,877 in the KS PTAC program for FY2022. This is the number used to calculate ROI.

<sup>&</sup>lt;sup>4</sup>This Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency. It is funded additionally by Wichita State University, Pittsburg State University, GO Topeka, and Johnson County Community College.

#### **Topeka In The News**

#### Wall Street Journal and Realtor.com Rank Topeka Top US Housing Market

Less expensive cities with strong local economies climbed The Wall Street Journal/Realtor.comEmerging Housing Markets Index in the first quarter, another sign that many home buyers are giving priority to affordability.

Fast-rising housing prices have pushed buyers from expensive coastal cities into cheaper housing markets in recent years. Expanded remote-work opportunities and a search for different lifestyles during the Covid-19 pandemic have accelerated the trend.

In Topeka, Kan., which ranked 16th in the first-quarter rankings, affordable prices also are attracting out-of-state buyers and investors, said real-estate broker Abbey Wostal. The median sales price in the Topeka metro area was \$155,000 in the first quarter, down 1.6% from the same period in 2021, according to the Sunflower Association of Realtors.

"Topeka, we've always said, we're kind of a great little secret," she said. "It may not be where you choose to vacation, but it is a great place to live, because it's affordable."

To read the full release, visit GOTopeka.com.

# Topeka appears to be hitting a stride. But doubts linger. What will inspire more to believe in the Capital City?

New life downtown and community-wide collaboration fuels optimism. But concerns about how the city is perceived must still be addressed.

Concerns about quality of life, image, economy and public safety have been long pervasive, and confirmed in recent surveys, in Topeka. Changes being wrought downtown and beyond could represent a turning point in the narratives being told about and

by the community. But it might still take time – and additional wins – for a more optimistic outlook about Topeka to fully take hold.

One of the key origins of this metamorphosis is located just a block away from the Capitol – the Greater Topeka Partnership, an umbrella organization encompassing economic development, chamber relationships, downtown revitalization, tourism, leadership programs, equity and inclusion initiatives, and more.

Matt Pivarnik, president and CEO of the partnership, took the job in December 2015. While waiting for his family to join him in 2016, Pivarnik lived downtown for a few months and lamented the lack of establishments where he could grab dinner or a beer.

Pivarnik saw the city's merits and potential immediately, well before many of the aforementioned enhancements and investments on Kansas Avenue and elsewhere in the community came to fruition. Fully committed, the father of three sons – one still at home then – moved not only his own family to Topeka but his mom, stepdad and in-laws too.

"My family's lived all over the place," says
Pivarnik. "Although we all fell in love with Topeka
right away, many people who had grown up
here only saw the negatives. I was shocked by
the pervasive self-loathing. There were definitely
things to fix, but Topeka was a lot better than
what its regional image should have been then."

For more news, visit gotopeka.com/news





#### **Entrepreneurship & Innovation**

#### BioKansas Golf Scramble

BioKansas held its Topeka golf scramble June 23 at Prairie Band's Firekeeper Golf Course. GO Topeka sponsored a hole and had its innovation and entrpreneurship staff participate to provide updates on innovation in Topeka. Although weather caused play to be cut short, it didn't dampen the networking and collaboration opportunities available to participants and volunteers.



#### In The Pipeline

- Engagements with Washburn University, Kansas State University, and University of Kansas
- · Animal Health and Ag Tech Ecosystem Engagements
- · Plug and Play Showcase Event
- · Global Entrepreneurships Week 6 events being planned

#### DealRoom

GO Topeka announced the launch of Kansas Innovation Dealroom, a new digital platform designed to track startup activity in northeast Kansas and provide access to company information and ecosystem metrics that demonstrate how the area's entrepreneurial ecosystem evolves over time. Used by company founders, startups and scaleups, venture capital firms, and ecosystem stakeholders, the Dealroom platform helps stimulate connections and investments, leading to a more robust and visible startup landscape.

"We are eager to take advantage of Kansas Innovation Dealroom to better support and promote our ecosystem and engage with our existing and potential stakeholders," said Laurie Pieper, vice president of entrepreneurship and small business for GO Topeka. "Tech startups are a major driver for new-jobs growth and importation of capital, as well as for enhancing our region's ability to be competitive in the global marketplace."

"Utilizing our strong partnerships with Plug and Play and our local and regional corporations, while leveraging existing innovation-

related strengths in industries such as animal health, food systems, sustainable energy and fintech — we see this launch as a big opportunity to draw further attention to our innovation ecosystem and to help us grow that ecosystem through better data," said



Stephanie Moran, GO Topeka's senior vice president of innovation.

Initially, Kansas Innovation Dealroom — which may be found at Kansas-Innovation. Dealroom.co — will focus on data and content for the greater Topeka area. It will continue to be built out as more connections are made through the platform. During the second phase, which is expected later this summer, the platform will expand to include data for the greater Manhattan area. The Manhattan Area Chamber of Commerce and K-State Innovation Partners are joining GO Topeka to make this a regional effort.



Innovation Dealroom because we see this as a much-needed toolkit for enabling us to have better connectivity with startups and scaleups interested in growing in our community, and for helping connect them with potential investors from around the globe," said Daryn Soldan, economic development director for the Manhattan Area Chamber of Commerce.

"There is tremendous potential for innovation and technology launches in northeast Kansas," said Kent Glasscock, president of K-State Innovation Partners. "Regional efforts to connect with startups — and to make connections for them — are vital for giving the area a prominent place on the map of communities supporting high-growth-potential startups. K-State is excited to see the evolving partnership behind the Kansas Innovation Dealroom launch."

"The Kansas Innovation Dealroom is an exciting example of how partners in Topeka and Manhattan are working together to advance innovation and new technologies that will create lasting economic impact for northeast Kansas," said Lieutenant Governor and Department of Commerce Secretary David Toland. "GO Topeka's support for high-growth-potential startups aligns perfectly with Governor Laura Kelly's economic development policy, which is focused on developing modern skills and innovation throughout the state."

Kansas Innovation Dealroom is specifically designed to support scaling tech communities with reliable intelligence and novel insights. It is a collaborative project that will offer the most detailed picture to-date of the northeast-Kansas tech scene. The open-access platform shines a light on overarching trends in the region; improves transparency in tech funding sources; and provides detailed data on startups, scale-ups and corporate entities in our area.

#### Create A Profile

- · Go to Kansas-Innovation.dealroom.co
- · Create a free profile (quick and easy through a linkedIn account)
- · Claim your business profile and review/update as needed with team members, buesiness serves, etc.

#### **Plug and Play Summit**

Plug and Play held a summit in Silicon Valley June 14-16, with 2,000+ attendees and 200+ startups representing more than 18 Plug and Play verticals. Animal Health startups traveled from Rome, Israel,



Washington
D.C., Oregon
and California
to present
on June
16, and to
participate
in a panel
discussion

and various demonstrations. Participating companies included Hargol Food Tech, Helpet, NovoNutrients, PupPod and Tele Tails. Virtual presentations were also made by Adrich, W-Cycle, Natural Machines, Yoran Imaging and Kauel Technologies. Lindsay Lebahn, program manager, and Eric Buda, senior corporate partnerships manager, represented the Plug and Play Topeka team, alongside representatives from Hill's Pet Nutrition and Cargill, both corporate partners of the Topeka program. Stephanie Moran, senior vice president of innovation, attended on behalf of GO Topeka. While there, the Topeka group met with three potential new corporate sponsors of the northeast-Kansas accelerator.



#### **Small Business Incentive Program**

**Incentive Types** 

15 \$91K Construction

> 20 \$32.5K larketing

\$13.5K Architecture & Design

> 18 \$87K quipment

\$5K Proof of Concept PREAPPROVAL THROUGH 02 OF 2022

LIFE OF PROGRAM

60

567

Incentives Totaling

Incentives Totaling

\$229,000 \$2,318,525

Some companies may have been awarded more than one incentive.

Programs that have completed their performance terms to date under the 2022 program rules.

3 Business Starts

3 Business Expansion

- One business transitioned to a primary employer

#### Small Business Incentives Application and Other Documents Now Available In Spanish

GO Topeka is now offering application materials in Spanish for its Small Business Incentives program. To obtain Spanish-language materials, one can simply contact SmallBusinessIncentives@TopekaPartnership.com or find these documents on the website with a dedicated page in all Spanish that is identical to the main Small Business Incentives page.

#### **Small Business**





#### **Small Business Newsletter**

GO Topeka in March launched a monthly newsletter geared toward small businesses, entrepreneurs and startups. Dubbed "Big News for Small Business," this newsletter aims to provide all the local business related news area professionals need to know about upcoming events, opportunities and much more. If you would like to receive the communication, send a note with the subject line "Big News for Small Business" to the communications manager at India. Yarborough@ TopekaPartnership.com.

#### GO Topeka Launches Propeller Program

In June, GO Topeka launched its Propeller program! Propeller is a new mentorship network that is designed to help local entrepreneurs set course, lift off, and arrive at their desired destinations with the help of subject-matter and industry experts. Propeller's inaugural event was a conversations-based matchmaking session with entrepreneurs and mentors who have signed on for the three-month "Summer Journey." Thanks go out to the first round of participating "Pilots" (mentors) and "Navigators" (entrepreneurs)!

- · Advisory team has been established
- Beta-testing of model for new mentorship network for entrepreneurs:
   Seven Mentors

Eight Mentees

Each had up to three matches for mentoring

- · Networking events with invited guests
- · Applications are now being accepted for Autumn Journey



#### **Upcoming Events**

- · BioKansas Innovation Festival
- · Propeller Fall Journey
- · Global Entrepreneurship Week
- · Shop Local/Small Business Saturday

#### Small Business Council Hosts U.S. Chamber Rep

At its June meeting, the GTP's Small Business Council hosted Tom Sullivan, vice president of small business policy for the U.S. Chamber of Commerce. Sullivan joined the meeting virtually to discuss how local chamber members benefit from advocacy by the U.S. Chamber. The SBC's next meeting is slated for August 18.





#### **Equity and Opportunity**

#### **Equity at the Center of MO27**

The Greater Topeka Partnership is set to introduce its DEI Equity and Opportunity Strategy. Intertwined throughout the Momentum 2027 Plan, equity will be at the Center of each of the pillars. Positioning equity will allow for the discovery of inequalities and disparities and set the stage for focused work. The three Strategic Pillars of the Greater Topeka Partnership's Equity and Opportunity Strategy are:

Awareness: A place to learn and increase the business community's knowledge of diversity, equity, and inclusion.

Economic Inclusion: A place to prosper and ensure that all individuals can enjoy the benefits of what Topeka has to offer.

Commitment: A place to belong by elevating opportunities to address gaps for underrepresented/under-resourced communities across Topeka-Shawnee County.

#### **MWBD Traffic Increasing**

Minority & Women Business Development traffic is increasing, with more than 14 individuals seeking counseling and/or financing in recent weeks. GO Topeka's MWBD program has initiated a strong collaboration with Shawnee Startups and the Washburn Small Business Development Center to conduct extensive outreach. That outreach will enable MWBD to keep more businesses informed, educated and connected. The goal is to sustain local businesses and connect them to growth resources.

#### United WE Launches Kansas Women's Economic Development Task Force and Town Hall Series to Unlock Kansas Women's Economic Potential

United WE, a nonpartisan nonprofit with a mission to advance all women's economic and civic leadership, is launching a Kansas Women's Economic Development Task Force to study issues related to women's participation and advancement in the workforce. A Town Hall Series is being hosted across Kansas this summer by United WE and the Task Force to identify barriers impacting women in the workplace and entrepreneurship, including childcare, paid family leave, broadband access, and more.

The strength of the Kansas economy and democracy depends

upon women's full participation. The McKinsey Global Institute found that Kansas could grow its economy by 10-15% by 2025 if women's participation in the workforce increased.



"There are structural barriers that are preventing women – and in turn the state of Kansas – from realizing its potential," said Wendy Doyle, United WE President & CEO. "With support from our impressive women-led Task Force, this Town Hall Series is a sharing and listening opportunity for all women and allies across the state to unite and be heard. When women succeed economically, their families succeed, their communities succeed, and their state succeeds."

The data collected via qualitative research during the Town Halls will culminate into a comprehensive report outlining the key barriers women in Kansas face toward economic and civic parity. The task force will also draw on existing research commissioned by United WE, including The Status of Women in Kansas research report. The Town Hall report will be released publicly in November 2022 and used to educate policymakers and influence change for women in Kansas.

The Task Force launched last week with a virtual meeting and



includes 33 civic and business leaders and elected officials from across the state

On June 23, GO Topeka's Glenda Washington, chief equity and opportunity officer, and fellow GTP staff members took part in United WE's town hall held at The Beacon. Washington sits on United WE's Kansas Town Hall Task Force. The Topeka town hall — which was the first session in a statewide listening tour — allowed local women and allies to share their experiences related to barriers impacting women's participation and advancement in the workforce.





#### MWBD IMPROVING ACCESS TO RESOURCES FOR SPANISH-SPEAKING BUSINESS OWNERS

Earlier this year, GO Topeka's MWBD program set out to remove barriers that have hindered certain business owners from accessing resources. In line with that effort, staff, along with a Spanish speaking translator, have visited about 12 Latino-owned businesses this year. Four site visits were conducted in July, and several financial opportunities were uncovered for those owners. Staff has begun tracking these businesses more closely and plans to follow their growth and report on the impact MWBD resources make.

#### **Events and Activities**

#### **2022 QUARTER 2**

United WE Listening Tour

2nd Quarter Tour & Listening Sessions

#### **UPCOMING IN 2022**

Minority Enterprise Development Week (Sept. 11-17)

DEI Summit (Sept. 27)

Fall Women's Forum

Minority Business Boot Camp

Various training programs

3nd Quarter Tour & Listening Sessions

Minority Business Pitch Contest (Sept)

Supplier Diversity Initiative (Meet the Buyer Match)

#### What are we working on?

#### **DEI Summit**

- · Allyship Panel
- · DEI Roundtables

#### **Quarterly Tours**

· Visited 8 businesses

#### **Monthly Outreach Efforts**

- · Site Visits (4)
- · Network Kansas Meeting

#### **Women's Initiatives**

- · United WE
- · Athena Graduate Facilitators

#### **Loan Fund**

·12 Loan Requests

#### **Collaborations**

- · Network Kansas
- · Shawnee Startup
- · Empowerment Fund

Kansas Women's Economic Development Task Force





#### **Forge Young Talent**

#### **1st Quarter Programing**

#### **FEBRUARY 18**

Live Your Dream Symposium

#### **FEBRUARY 24**

**VIP Tour Capper Foundation** 

#### FEBRUARY 24

TopCity Teacher/Forge

#### 2nd Quarter Programing and Events

#### APRIL 23

TopCity Half Marathon Volunteer Opportunity

#### APRIL 24

Prep Your Bike & Let's Ride

#### APRII 27

Drink Outside the Box

#### MAY 7

Helping Hand Humane Society Volunteer Opportunity

#### **MAY 12**

Mimosa Yoga on the Terrace

#### MAY 10

May Pub Club & VIP Tour

#### JUNE 9

**DEI Membership Mixer** 

#### **JUNE 13**

**Emerging Leaders Stories** 

SEE MORE EVENTS ON GOTOPFKA COM

#### **Spring Recruitment Campaign Success**

The Spring Recruiting Campaign finished at the end of May and the performance of the campaign exceeded goals and expectations. The campaign ran for 7-weeks starting the second week of April after the launch of the new topekaforge.org website at the end of March. The first stage of the campaign featured two sets of social ads, and 3 digital ads rotating on WIBW channels. In the first stage the campaign the social ads had over 55,000 impressions and reached over 24,000 people while the WIBW ads saw just under 94,000 impressions.

During the second stage of the campaign, we switched out our creative and adjusted the messaging but continued advertising through the same channels. The social ads in the second stage of the campaign accumulated more than 89,000 impressions and reached over 20,000 people. While the digital ads through WIBW saw an additional 30,000 impressions.

Through the 7-week campaign the social ads earned 145,153 impressions and reached 44,814 people while the digital ads through WIBW accumulated 124,018 impressions.

This led to 71 new Forge signups in 7-weeks.

#### **Events**

Forge continues to focus on events that have a positive impact on the quality of life of young professionals in the Topeka and Shawnee county area. Our events touch a wide range of quality of life pillars like health, family, education, and belonging and we have increased collaboration with other community organizations to increase our reach and impact.

Forge hosted a Family fun day which saw 300 - 400 people at Evergy Plaza playing in the fountains, listening to music, playing games, and getting their face painted along with food trucks and Kona Ice.

Forge also volunteered to operate the soda station at the Fiesta Mexicana. More than a dozen Forge members signed up to volunteer throughout the night to help give back to an awesome community event.

In Partnership with CoreFirst Bank and Trust and the GTP, Forge cohosted a combined Business Unwind and Forge Pub Club. This event

#### **Choose Topeka and Workforce**





brought both young professionals and established professionals together for an evening of networking, drinks, food, and some awesome live music. Shout out to CoreFirst Bank & Trust for the support of Forge and throwing one heck of a party!

Forge also co-hosted a Blood Drive in partnership with the Community Blood Center. To give back to the community and to help make it a better place, Forge members and the public signed up and gave blood during a critical blood shortage. Each donor received an official Royals Together t-shirt.









#### **Manufacturing Day**

For the first time, GO Topeka and Washburn Tech are teaming up to host an event for National Manufacturing Day, which falls on the first Friday of October each year. The two entities are in the planning stages of putting together a fun day for area high school students, who will be invited to learn about the manufacturing industry and what companies in the area have to offer. Washburn Tech is providing space for the pair to host a morning-through-early- afternoon event on Friday, Oct. 7. They plan to invite area manufacturers to set up booths at the event, so attending high schoolers will have the opportunity to learn more about each company, including any internship opportunities they may offer and any training or education they may require. Companies will also be encouraged to provide swag or offer demonstrations to entice students to stop by their tables. The local manufacturing-day event isn't a job fair; rather, it will be set up more like a career fair for students who are still determining what they want to do after high school. There will also be short presentations by a guest speaker and the event's host sponsor.

#### TopCity Interns

TopCity Interns kicked off on June 2 for over 150 interns with our kick-off event at the Topeka Zoo. In additional to our kick-off event The TopCity Interns program also hosted a social event at the Pennant where more than 50 interns played games, enjoyed drinks and food, and got to meet other interns and make connections within Topeka. We also offered a webinar covering financial basics for college interns. The webinar was in partnership by Clayton Wealth Partners. The TopCity Interns program also hosted an Influential leaders Panel at Advisors Excel. This panel featured LeTiffany Obozele, Matt Pivarnik, and Dawn McWilliams and they share insights into the Topeka and Shawnee County community to more than 50 interns.

To end the summer TopCity Interns hosted a TopTracer Golf Bash as GreatLife North. This event saw around 60 interns playing golf, eating, drinking, networking and having fun as they make the most out of their time in Topeka.

The TopCity Interns program is designed to help employers retain talent to their businesses and is a supplemental tool that employers can leverage to better engage those interns.





#### Choose Topeka Relocation Incentive

3,200+

CALLS TO DATE (FROM CANDIDATES & EMPLOYERS)

8,000+

SUBMISSIONS WITH RESUMES OR QUESTIONS

56

EMPLOYER CANDIDATES ACCEPTED, EQUALING

\$329,250

IN MATCHING JEDO FUNDS COMMITTED

1000+

REMOTE WORKER SUBMISSIONS

27

REMOTE WORKERS ACCEPTED, EQUALING

\$185,000

IN RELOCATION TNCFNTTVFS

#### ECONOMIC IMPACT ANALYSIS

83
CANDIDATES

\$98,759
AVERAGE SALARY

26<sub>x</sub>

RETURN ON INVESTMENT

\$514,250

IN TOTAL COMMITTED FUNDS FROM THE EMPLOYER MATCHING FUNDS AND REMOTE WORKER OPTIONS



#### CHOOSE IN THE NEWS

GO Topeka uses several public relation tools and have cultivated relationships with regional and national media to help maintain brand awareness through earned media. Overall, 86+ pieces of coverage were read by approximately 4.9M people and generated over 52,000 social media shares. This totals an earned media value of \$400,000.

#### **Workforce & Talent**



#### 2022 Q2 Workforce Data

Total	100,203	140,252	KS 2,263,907
Population	TOPEKA	SHAWNEE COUNTY	US 263,691,000
Labor Force	63,335	91,796 SHAWNEE COUNTY	KS 1,499,573
Participation	TOPEKA		US 164,206,000
Employment	61,790 TOPEKA	89,673 SHAWNEE COUNTY	KS 1,465,507 US 158,426,000
Jobs	81,423 TOPEKA	95,463 SHAWNEE COUNTY	KS 1,376,717 US 147,213,684

Labor Force Participation Rate

63.21% торека

65.5% SHAWNEE COUNTY

KS 66.24% US 62.27%

**Average** 

**Wages** 

#### **Employment- Population Ratio**

61.66% TOPEKA

63.9%

SHAWNEE COUNTY

\$51,532

**SHAWNEE COUNTY** 

KS 64.73% US 60.07%

\$51,528

**TOPEKA** 

#### **Unemployment Rate**

KS \$52,860

US \$67,159

2.4% TOPEKA

2.3% SHAWNEE COUNTY

KS 2.3% US 3.5%

19

<sup>\*</sup>Total Civilian Non-institutionalized Population

#### **GO Topeka Staff**



CEO, Greater Topeka Partnership



President of Economic Development



Chief Equity & Opportunity Officer



VP of Entrepreneurship & Small Business



**SVP** of Innovation



Senior Economic Advisor Executive Director of



Executive Director of Forge Young Talent



Business Development Manager



KS PTAC Subcenter Director



Executive Coordinator



Director, Business & Talent Initiatives



Administrative Coordinator



Redevelopment Project Manager

#### **New Staff Members**

#### Welcome Our Newest Go Topeka Staff Member



GO Topeka announced that it has hired Ashley Gilfillan to serve as the organization's new Redevelopment Project Manager. She is a graduate of the University of Kansas where she also earned certification in Leadership Strategies and Applications. Ashley joined GO Topeka in July 2022 after serving as the Events Manager for Evergy Plaza in Downtown Topeka for two and a half years. Prior to joining Evergy Plaza, Ashley worked for Shawnee County Parks + Recreation where she assisted in marketing, volunteer coordination, park services, and accreditation. A native to Topeka, Ashley volunteers with multiple organizations in the community, and takes pride in being a lifelong Topekan.

### Ashley Gilfillan Redevelopment Project Manager

785.215.8895 ext 132 Ashley.Gilfillan@TopekaPartnership.com



#### 2022 Go Topeka **Board of Directors**

#### Elected Directors

Steve Anderson Abbey Frye Renita Harris

Dr. Bob Kenagy Martha Piland

Marsha Pope

Marvin Spees Tammy Dishman

Dan Foltz Calla Haggard

Shane Hillmer Kurt Kuta

leff Russell

Daina Williams

Dr. Sam Al-Murrani

Scott Hunsicker Cassandra Taylor

Doug Wolff

Jim Klausman

Jacob Wamego

Jeff Martin

Chris Faulk Paul Bossert University of Kansas St. Francis

Kansas Gas Service

Stormont Vail Health

MB Piland

Capital City Oil Capitol Federal **KBS** Constructors

Community Bank Southwest Publishing

CoreFirst Bank & Trust

Reser's Fine Food

L&J Building Maintenance

Strategic Business Consultant

Kansas Financial Resources

HTK Architects Security Benefit

Midwest Health

Prairie Band, LLC

Evergy

McElroy Electic, Inc.

Premier Staffing

#### **Directors Appointed** at Large

Linda Briden

**Brittany Crabtree** 

Sarah Girard

Dr. Kevin Hahn

Manny Herron

Kevin Rake

Sunflower Association of Realtors

Topeka Collegiate

Central National Bank

Tri-Source Pharma

Haus Property Partners

Linessa Frazier **USD 437** HME, Inc.

Directors By Virtue of Position Held

Michael Padilla

Aaron Mays

Spencer Duncan

Eric Johnson

Bill Cochran

Dr. Jerry Farley

City of Topeka, Mayor

Shawnee County Commissioner

City of Topeka, Council Member

**MTAA** 

City of Topeka, City Manager

Washburn University

Chair of MWBD

#### go >topeka

A Greater Topeka Partnership Organization



