

JEDO Q2 REPORT April - June, 2019





GO TOPEKA

785.234.2644 GOTopeka.com 719 S Kansas Ave. Ste. 100 Topeka, KS 66603

COVER AND LEFT PHOTO:

Cover: The community has embraced a new flag for the city. Community pride has continued to rise thanks in part to flags, shirts, stickers and other miscellaneous items.

Left: Camp Topeka students made the climb to the top of the Statehouse while learning about the community they live in.

Below: Local small business Hazel Hill Chocolate celebrated a finalist position in an international competition for chocolatiers.



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PROCUREMENT TECHNICAL ASSISTANCE CENTER



INNOVATION & 10 **ENTREPRENEURSHIP**



11 **712 INNOVATIONS**



12 **FORGE**

8





13 **WORKFORCE & TALENT**



WORKFORCE & TALENT 14 **INCLUDED**



WASHBURN TECH EAST 15 **TOGETHERTOPEKA**



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KEY

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

LOPEKA & SHANNER COUNT

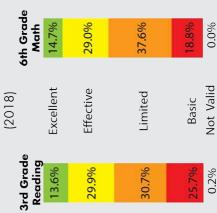
DEVELOP HOMEGROWN TALENT

GRADUATION RATE

STATE OF KANSAS 87.5%

SHAWNEE COUNTY **88.3%** Fouryear adjusted cohort formula (all Schools 2017-2018)

STUDENT-LEVEL METRICS



Associate's

%9.9

EDUCATIONAL ATTAINMENT

Less than 9th grade

professional degree

11.1%

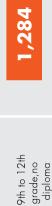
Bachelor's

degree **19.3%**

Graduate or

CERTIFICATES

EARNED



(Less than a 2-year degree) (2017)



Some college,

no degree

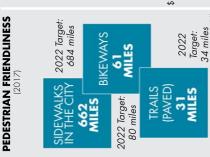
CREATE VIBRANT & ATTRACTIVE PLACES

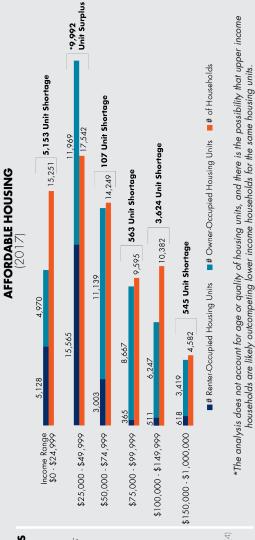
LIVABILITY

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.



ange from 2017 and 2018 2022 Target: 58 AARP Iivability index





2022 Target: 750,000 people

Topeka Zoo, KS Children's Discovery Center, TPAC, Old Praire Town, KS State Capitol, TCT, Surflower Soccer, Mukrare Art Museum, Brown was board NLPS, Evel Krievell Museum, Museum of KS NATI Genard, Combat Air Museum,

AT ATTRACTIONS

(2018)

716,779

PEOPLE

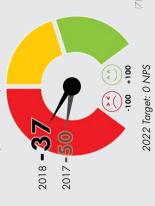
Total attendance of the following Shawnee County

ATTENDANCE



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

CURRENT SHAWNEE COUNTY DEMOGRAPHICS NON-PROFIT BOARD DIVERSITY Gender Age Group Age Group as a whole. To he community that non-profit It is intended reflective of boards are

Ethnicity

NON-PROFIT BOARD DIVERSITY 2.98% .60% CURRENT SHAWNEE COUNTY DEMOGRAPHICS 82.9% 7.91% .75% 1.27% 85.7% 9.52% 1.19% Race

3.95%

Ethnicity

PHYSICAL AND MENTAL HEALTH

Average number of physically/mentally unhealthy days reported in past 30 days (age-adjusted) 2022 Target:

2.7 Physical | 3.2 Mental

(2018)

INFANT MORTALITY RATE

7.0

(01)

GROW A DIVERSE ECONOMY SHARE OF EMPLOYMENT

6,938 OR 8.88% PEOPLE WORK AT A NEW BUSINESS AT NEW BUSINESSES

(New business is any that has been open less than five years)(2018 Q4)

2022 Target: 7,093 people

ANNUAL MEDIAN WAGE IN TOPEKA

\$36,700 (2018 MSA) 2022 Target: \$39,000

PRIVATE CAPITAL INVESTMENT (2019)

lispanic or Latino

27.96%

graphs above

that end, the should mirror the graphs at

Topeka during regular communications with companies or Shawnee County, however some will not be captured due Capital investment is the amount of money new or current incentive for an investment. The numbers are self-reported and exclude the cost of maintenance. GO Topeka makes businesses spend to create, expand or improve facilities. when companies work with GO Topeka to receive an For this report, capital investment is captured by GO every attempt to gather this info for all companies in to lack of awareness of the investment.

\$30M per year \$70M

75,460

TOTAL PRIVATE JOBS

 $\{Dec\ 2018\}$ (Private = Non-Government Jobs) (5)

2022 Target: 79,000 jobs

2022 Target: \$350M

GLOBAL, METRICS

GDP OF DOLLARS (10)

011 IN 2017

government consumption expenditures and gross private domestic

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

65

N 2016

(GDP) is equal to the sum investment, net exports of goods and services, and Gross domestic product of personal consumption expenditures, gross

\$44,834

SHAWNEE COUNTY (2017) (10) NUMBER OF PEOPLE WORKING, BUT NOT LIVING IN SHAWNEE COUNTY (2015) 37,123 OR 36.8% PER CAPITA INCOME IN 2022 Target: 33%

51.9%

2022 Target: 48%

2022 Target: \$50,000

SHAWNEE COUNTY **POVERTY RATE IN** (2017)

ELIGIBLE FOR

REDUCED LUNCHES

FREE OR

STUDENTS

Department of Education, 2 U.S. Census Bureau, ACS 5-Year Estimates, 3 AARP Livability

County uness otherwise stated.

Sources: 1 Kansas State

All metrics refer to Shawnee

CHILD POVER

2022 Target: 10%

Index, 4 City of Topeka Planning Department, 5 Quarterly Census Bureau, Longitudinal Employer-Household Dynamics, 9 County Health Ranking, 10 Bureau of Economic Analysis, 11 U.S. Census Bureau, Small Area of Employment and Wages, 6 Occupational Employment Statistics, 7 Momentum 2022 Board Survey, 8 U.S. Census Income and Poverty Estimates

Momentum Momentum PROVIDED BY





Economy

MARS WRIGLEY **CONFECTIONERY TO** INVEST IN TOPEKA FACILITY

Mars Wrigley Confectionery will make a \$30M capital investment in their existing facility, resulting in an overall economic impact of \$38.5 million. "We are so excited to see Mars Wrigley Confectionery have another expansion in Shawnee County," said Molly Howey, senior vice president of economic development for the Greater Topeka Partnership. "This expansion illustrates the continued commitment that Mars has in the Topeka & Shawnee County community."

"We are proud to be part of the Topeka community for the last five years," said Bret Spangler, Topeka site director, Mars Wrigley Confectionery U.S. "We are grateful for the continued support from the City of Topeka, Shawnee County and state of Kansas, and we are pleased to further invest in the community."

"Mars Wrigley Confectionery is an exceptional company to have in our community, and their support of community growth and partnerships across Topeka and Shawnee County ensures continued economic prosperity," said JEDO Chair and Mayor Michelle De La Isla.

Mars Wrigley Confectionery has invested over \$500M on their Topeka site, creating over 420 jobs. Mars is committed to continuing to make its products in the U.S. - we believe the world we want tomorrow starts with how we do business today. With that, over 95 percent of Mars Wrigley Confectionery products sold in the U.S. are also made locally by the company's dedicated team of over 6,000 associates located in its 14 domestic sites.

Following GO Topeka's incentive guidelines, Mars Wrigley Confectionery will be receiving up to \$66,000 based on the performance of the company's jobs created and investments in the Topeka facility.



JOBS TO BE CREATED











BUSINESS ATTRACTION

GO Topeka has seen an up-tick in manufacturing based projects reaching out to our community. It is also important to note that there has been an increase in the amount of projects we are seeing that are seeking their first U.S. location. This trend has been noted nationally.



PROJECT PIPELINE



NEW PROJECTS





RETENTION & **EXPANSION**



PROJECT PIPELINE



PROJECTS IN Q2



ON-SITE VISITS IN_{Q2}

UPDATES

Barbara Stapleton, VP of business retention & talent initiatives, was accepted in Cohort IX of the U.S. Chamber of Commerce Foundation's TPM Academy. The U.S. Chamber of Commerce Foundation Talent Pipeline Management (TPM) initiative is an effort to mobilize the business community to close the skills gap by applying lessons learned from supply chain management to its education and workforce partnerships. The idea is that if employers play an expanded leadership role as "end-customers" of a talent supply chain, they will be more effective at organizing performance-driven partnerships with responsive preferred education and workforce training providers.

The TPM Academy™ is an in-person training for state and local chamber, business association and economic development agency leaders, as well as employers, to learn the TPM approach to drive partnerships with their education and training providers based on industry need.

Facilitated by the U.S. Chamber Foundation, the TPM Academy is supported by a customized curriculum that serves as an employer handbook and gives participants the knowledge, skills and abilities to implement talent supply chain solutions on behalf of their employer collaborative members.

TPM Academy graduates become members of the TPM National Learning Network (NLN), ambassadors of the TPM approach that regularly collaborate to learn from one another's successes and challenges implementing TPM projects, and collectively continue to grow the initiative.

Rhiannon Friedman attended the IEDC accredited Basic Economic Development Course in Rockwall, Texas this month. Curriculum covers both key topics and specialized issues. Courses are designed to be interactive and provide an international perspective with a focus on real life experiences, best practices and tools that can be taken back and used in our community.









ENTREPRENEURIAL & MINORITY BUSINESS DEVELOPMENT



Grow a Diverse Economy



SMALL BUSINESS INCENTIVES







INCENTIVES ISSUED



TOTAL ECONOMIC BENEFIT



ROI

Q1 & Q2	\$91,957	47	\$150,848	29%
OF 2019				
LIFE OF	\$936,979	289	\$1,432,532	53%
PROGRAM				

FASTTRAC NEW VENTURE



STUDENTS GRADUATED



15	
15	-

LIFE OF PROGRAM

Q1 & Q2

OF 2019

679

167



OTHER PROJECTS

New Incentive Program for Mid-sized Businesses

The Small Business Incentive Program is expanding. In an effort to continue the growth of Shawnee County's small businesses, the Small Business Incentive Program has added a second level that will support mid-sized small business owners. Mid-sized small businesses will be able to take advantage of a separate set of incentives for companies with 10-49 employees. Criteria for this program will be released effective January 2020. With a healthy pipeline of 40 client applications, current disbursements total more than \$82,000 year to date. Overall, the five-year program has yielded a \$2M return on investment.













KANSAS PTAC

(PROCUREMENT TECHNICAL ASSISTANCE CENTER)



NEW CLIENTS **52**



TOTAL CONTRACT AWARDS FOR KS PTAC SUBCENTER TOPEKA

(Service area covers 26 counties in NE KS)

\$ 2,721,137 = FEDERAL

\$ 150,000 = STATE & LOCAL

\$ 136,042 = SUBCONTRACTS

\$ 3,013,479 TOTAL AWARDS

SOCIOECONOMIC STATS ON FEDERAL CONTRACT AWARDS

SMALL DISADVANTAGED BUSINESS 17
WOMAN OWNED SMALL BUSINESS 14

HUBZone 2

SERVICE DISABLED VETERAN OWNED SMALL BUSINESS 3

SHAWNEE COUNTY WAS AWARDED



\$163,656

RETURN ON INVESTMENT (ROI)

FOR EVERY \$1 JEDO INVESTS, PTAC GENERATES **\$43**

(This will increase as small businesses win contracts. Last year it grew to a \$347:\$1 return.)











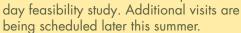
INNOVATION & **ENTREPRENEURSHIP**





The second quarter of 2019 had a singular focus - pursuing the opportunity to bring world-class accelerator programming to Topeka to strengthen the entrepreneurial ecosystem and to start building a presence in the Animal Health Corridor. To that end, a second group of Innovation Advisory Board members and Lindsay Lebahn, executive director of Forge, had the opportunity to visit the Silicon Valley accelerator Plug and Play in April as a follow up to the initial contact in 2018. Plug and Play have developed customized programs for communities outside of Silicon Valley such as North Dakota and Cleveland, OH. The accelerator in Topeka would help innovative startups grow faster by connecting them with the right resources, strong mentors and access to capital. It would also attract startups and potential new corporate partners in the animal health/ag tech sectors to Shawnee County.

After the successful April visit in California and several weeks of intense preparation, it was Topeka's turn to host representatives of Plug and Play for several days. They met with a number of community leaders, Greater Topeka Partnership staff, entrepreneurs and potential corporate partners in the region to discuss the opportunities of building an animal health/ag tech program in Topeka. Plug and Play's involvement could be the first step in making Topeka a hub of innovation with reach into the Greater Kansas City region, Lawrence, Manhattan and Wichita. Plug and Play also met with Kansas Secretary of Commerce David Toland to discuss the support the State can provide in establishing the program for the benefit of Kansas. The visit was a first step in the 90-



















712 INNOVATIONS

COWORK | INCUBATOR



Seven young women attended the first Girls Business Bootcamp. In the camp they developed their own business ideas and used the business canvas model to map out their strategy to startup. They also heard from over 10 inspiring Topeka women business owners and were able to ask questions and learn more about the world of business today. The businesses work-shopped included sandwich shops, pet grooming salons, a dance troupe and an early childhood educational center.

Over 50 business owners participated in the kick-off event for the Wheelhouse Incubator on June 19.

Developed in cooperation with the Momentum 2022 Innovation and Entrepreneurship workgroup Mentorship Committee, the incubator will focus on spearheading growth for Topeka & Shawnee County scalable businesses that are ready to grow. The 12-week program will include a founder-led mentor model with a personalized plan tailored to the founder's business goals using GrowthWheel, an internationally proven cloud-based planning tool to support owners as to make decisions and take action. The incubator will also include extensive networking opportunities and office space if needed, creating a program for founders with a passion for building their business surrounded by a like-minded peer group in a supportive environment.



MONTHLY EVENTS

CoWork Wednesdays – Wednesdays, 9 a.m. – 5 p.m.

SCORE at 712 Innovations – Thursdays, 9 a.m. – 12 p.m.

1MC TOPEKA – 1st Wednesday, 9 – 10 a.m.

Topeka Social Media Club – 4th Wednesday, 12 – 1 p.m.

Audio Workshop – 3rd Thursday, 6:30 p.m.

Teen STEAM – 3rd Wednesday, 4 – 5 p.m.

Teen Science Café – 3rd Thursday, Boys/Girls Club Teen Center











FORGE













Forge's Play Herd always comes up with the most creative events, and this quarter was no exception. Whether it was celebrating National Mimosa Day, hosting a donut and beer pairing, or collaborating with the Topeka Civic Theater to host a mixology class in the theater where attendees were able to learn how to make five signature cocktails and then their hand at mixing, shaking, stirring, and blending- it's always guaranteed to be a good time!

The Inspire Volunteer Herd hosted their largest event of the year, Day of Service. This year Forge had 92 volunteers roll up their sleeves for the 2nd annual Young Professional Day of Service and put in their time working on projects; like spring cleaning, gardening, crafting with kids and building a home.

The Forge Leadership Herd hosted 40 attendees and 10 community non-profits at their annual Lead-Con event. The speed dating style of the event allowed young professionals to hear how to get involved and become better connected to their community. Forge's Business Development Herd hosted a listening session in correlation with the Small Business Council to talk through young entrepreneur wants, needs, and challenges to ensure Topeka and the Greater Topeka Partnership is doing all they can to support these small and innovative companies.

The Forge VIP Tours offer an opportunity for young talent to garner exposure to businesses and organizations that would otherwise be difficult to experience. This Quarter took them to Stevenson Company, GraceMed and the water treatment plant where they got to see the fascinating process behind taking water from the Kansas River and making it into high quality H2O. Attendees walked over a mile and half and climbed 12 flights of stairs and only covered half the facility!

The Diversity and Inclusion Herd hosted their second annual Playground Hunt geared to include young professionals with families!

They went to different playgrounds around town, finding pieces of a Topeka Flag puzzle at each stop with a picnic at Gage Park after.

Forge was able to partner with the community, hosting a recruiting event with Security Benefit and SE2. Members of the Forge board met and mingled with 75 potential new members of Forge and gave them a firsthand look into Forge. Forge also teamed up with Advisors Excel to offer spots to their InspireU series featuring Don Yager. Forge members were able to hear what it takes to be a good teammate and the importance of being "the glue" to our company/organization and that it is possible to invaluable without being the most valuable.

Our Top City Intern program welcomed 180 interns from across the community for a summer full of fun. They kicked things off with a behind-the-scenes tour of the Topeka Zoo complete with up close and personal experiences with the animals. But the fun didn't stop there, they also got together for a BBQ at Lake Shawnee and Brew Tour where they got to check out some of Topeka's top breweries including stops at Norsemen, Blind Tiger, Happy Bassett, Barristers and Iron Rail. Black Label Transportation made sure that everyone was able to stay safe while having a good time.

We hosted three lunch and learns for interns to hear from leaders in the community. Chief Cochran talked about leadership and the important role it plays in his role as police chief. Next, the interns got to hear from Clayton Wealth Partners on money management and the importance it has on their future. To wrap it up, the interns heard from Cody Foster and why he chose to invest in Topeka and the competitive advantages Topeka has for young professionals.



WORKFORCE & TALENT

TOTAL POPULATION*

124,237 in Topeka 175,061 in SNCO

Topeka down .2% from last year SNCO down .1% from last year

2,843,739 in Kansas **258,864,000** in USA

LABOR FORCE **PARTICIPATION**

63,150 in Topeka 91,076 in SNCO

Topeka down .2% from last year SNCO up **0%** from last year

1,470,582 in Kansas **162,957,000** in USA

EMPLOYMENT

60,938 in Topeka **91,076** in SNCO

Topeka down .1% from last year SNCO down .1% from last year

1,423,286 in Kansas 157,230,000 in USA

JOBS

86,198 in Topeka **101,898** in SNCO

Topeka up .2% from last year SNCO up .4% from last year **1,488,568** in Kansas 156,479,848 in USA

AVERAGE WAGES

\$45,859 in Topeka **\$45,764** in SNCO Topeka up 2.1% from last year SNCO up 3.7% from last year \$45,958 in Kansas \$55,825 in USA

LABOR FORCE PARTICIPATION RATE

50.83% in Topeka **52.03%** in SNCO

Topeka up .2% from last year SNCO up .1% from last year **51.71%** in Kansas **62.95%** in USA

EMPLOYMENT-POPULATION RATIO

49.05% in Topeka **50.33%** in SNCO

Topeka up .1% from last year SNCO up .0% from last year **50.05%** in Kansas **60.74%** in USA

UNEMPLOYMENT RATE

3.5% in Topeka 3.3% in SNCO

Topeka up 1.4% from last year SNCO up 2.9% from last year **3.2%** in Kansas 3.5% in USA

*Total Civilian Non-institutionalized **Population**













iNCLUDED seeks to foster inclusiveness in the business community, including alignment of programming with other organizations doing work in the community, as well as hosting diversity, equity and inclusion programming during regular meetings.

During the 2nd quarter, iNCLUDED heard from Josh Linton, manager of inclusion & diversity with One Gas as he shared "Nice is Not Enough" it's tempting to reduce diversity and inclusion work to simply respecting others or being nice. But this doesn't move the needle closer to an inclusive culture where work works for everyone. The council was able to learn how understanding, exclusion and inclusion function and learn ways to build accountability into an organization to ensure systemic inclusion. iNCLUDED also hosted an Employee Resource Group Workshop to learn and create employee resource groups (ERGs) in an organization. ERGs are voluntary, employee-let groups made up of individuals who join together based on common interests, backgrounds or demographic factors and are an innovative way to support companies in teacher diverse customers and communities.

Later in the quarter, iNCLUDED collaborated with the YWCA to host facilitated round-table discussions to open dialogue with "Getting Comfortable with Conversations on Race." In June, iNCLUDED was thrilled to host Representative Susan Ruiz from District 23 (Shawnee, Lenexa and Overland Park). In 2018, Representative Ruiz was elected to the Kansas House of Representatives. As one of the state of Kansas' first ever LGBTQ+ state legislators, we heard from Representative Ruiz on her insight and perspective of the state legislature and how the dialogue can continue to be more inclusive in state legislation and what we can do to make a difference.











CaRE PROGRAM 344

> CaRE bus passes used program to date

60 used YTD











WASHBURN TECH EAST

Washburn Tech East successfully hosted the grand opening and ribbon cutting of the new campus on June 21. Attendance was phenomenal, with over 200 community members attending and touring the new facility. The creation of Washburn Tech East shows how collaboration in public private

partnerships can impact communities with truly inclusive economic development. With a commitment of

\$4.5M in local economic development funds from the Joint Economic Development Organization, as a community, Topeka & Shawnee County was able to secure an additional \$1.39M in New Markets Tax Credits funds to create an amazing center for educational training and workforce opportunity in our East Topeka community. This endeavor has been in the works for a long time and the entire community should celebrate.





TogetherTopeka wraps up the second quarter with high community engagement.

More than 120 individuals and elected officials attended the "2019 Strengthening early childhood in Kansas" listening sessions on June 25, at the Topeka & Shawnee County Public Library. The Kansas Children's Cabinet, the Kansas State Departments of Education, Children and Families and Health and Environment collaborated with the United Way of Greater Topeka as partners in this effort.

Our work with secondary education has centered around middle and high school internship experiences with area business including the Greater Topeka Partnership and coordinated by partner organizations this summer. In addition, we are participating on a newly developed regional task force for "Strengthening Career and Technical Education for the 21st Century Act" also known as Perkins V. This task force will be developing career pathway priorities for the region, more to come on this in future reports.













UPCOMING EVENTS

AUGUST

- Movie on the Lawn
- TopCity Teachers: Kickoff Reception
- Golf Tournament
- TopCity Teachers: Welcome Luncheon
- Cruisin' the Capitol 10
- **Business Unwind** 20
- Touch-A-Truck 31

SEPTEMBER

- 4 TopCity Teachers: Professional **Development Tour**
- 5 Quarterly Entrepreneurship Meet-Up
- 11 Power Breakfast
- 11 JEDO Quarterly Meeting
- 17 Business Unwind
- Jazz & Food Truck
- 24 State of Education
- 28 Tap That

OCTOBER

- **Expedition Montgomery**
- **12** Science & Tech Fest
- **Business Expo**
- **Business Unwind**

NOVEMBER

- Financial Services Summit
- Downtown Loft Tour
- 14 Business Unwind
- 21 Women's Forum
- 30 Small Business Saturday
- Miracle on Kansas Ave.











COMMUNITY SPOTLIGHT



Topeka Receives Pet-Friendly Certification

The City of Topeka, Shawnee County Parks & Recreation, Helping Hands Humane Society and Momentum 2022 are excited to announce that Topeka has received the official BETTER CITY FOR PETS™ certification, as part of the Mars Petcare BETTER CITIES FOR PETS™ program, showcasing its commitment to creating a pet-friendly community. More people than ever view pets as members of the the United States, Topeka is on the forefront of creating a vibrant community where pets are not only welcome but thrive.

"We at the City of Topeka are excited about this certification. This is a positive reflection about how much we care about our citizens. We know that pets are our 'fur-children' and one of the things each pet parent wants to ensure is that their pet is accepted and included in our community," says Mayor Michelle De La Isla. "Topeka is a great place for families to keep themselves and their pets healthy and happy."

In January, Mars Petcare launched the BETTER CITY FOR PETS™ certification, an extension of the BETTER CITIES FOR PETS™ program which works with local government, businesses and non-profits with urban-planning organization, Civic Design Center, evaluates cities based on 12 traits of petfriendly cities across four categories: businesses, parks, shelters and homes. Applicants that received a certification demonstrated their commitment to creating a pet-friendly community and fostering the well-being of all citizens and pet companions.

"We established the BETTER CITY FOR PETS™ certification to celebrate cities that are creating positive and welcoming environments for people and their pets and encourage more cities to recognize the benefits of our four-legged friends," said Jam Stewart, vice president of corporate affairs at Mars Petcare. "We're excited to announce the inaugural group of certified cities and look forward to continuing this progress with The BETTER CITIES FOR PETS™ program."

The full list of BETTER CITY FOR PETS™ certification recipients is available at bettercities for pets.com/resource/certified-cities.

To learn more about how to get involved in this initiative, please visit bettercitiesforpets.com.











GO TOPEKA BOARD OF DIRECTORS

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President/CEO Greater Topeka Partnership













A Greater Topeka Partnership Organization

