

#### 2020 YEAR END & 4TH QTR JEDO REPORT

GO Topeka





#### **GO TOPEKA**

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

#### **LEFT PHOTO:**

Aerial of Downtown Topeka business district.

#### **COVER & BELOW PHOTO:**

Glenda Washington held a press conference at the site of the new diversity mural project located in NOTO.



#### **TABLE OF CONTENTS**

TOPEKA & SHAWNEE COUNTY MOMENTUM SCORECARD

**6** BUSINESS ATTRACTION



**7** HOST PROGRAM



8 BUSINESS RETENTION & EXPANSION



10 WOMEN & MINORITY BUSINESS DEVELOPMENT



KANSAS PTAC



INNOVATION & ENTREPRENEURSHIP



**14** WORKFORCE & TALENT



included soto & NETO



16 CHOOSE TOPEKA



7 FORGE YOUNG TALENT





2021 GO TOPEKA BOARD

**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



**KEY** 

Create Vibrant & Attractive Places



Grow a Diverse Economy



Promote a Positive Image



Collaborate for a Strong Community

# DEKA & SHANNER COUNT



# ► DEVELOP HOMEGROWN TALENT

# **GRADUATION RATE**

KANSAS STATE OF 88.2% SHAWNE 87.7% Four-year adjusted cohort formula (all Schools 2019-2020)

#### 6th Grade Math 13.2% 27.4% 40.1% STUDENT-LEVEL METRICS (2019)Excellent Effective Limited Basic 3rd Grade Reading 15.3% 32.9% 26.0%

# Less than 9th grade **EDUCATIONAL ATTAINMENT**

1,403

9th to 12th grade, no diploma

2.7%

professional degree Graduate or

CERTIFICATES

**EARNED** 

5.0%

(Less than a 2-year degree) (2019)

High school

equivalency) graduate (includes

#### Some college, no degree 11.0% Bachelor's Associate's degree **19.9%** degree **6.8**%

(Population 25 years and older)

(2019)

# **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, environment, health, engagement, and opportunity—which also range from 0 neighborhood, transportation, to 100.



2022 Target: 58 AARP livability index

PEDESTRIAN FRIENDLINESS (2021) 2022 Target: 684 miles Target: 34 miles BIKEWAYS 2022 SIDEWALKS IN THE CITY TRAILS (PAVED) 34 MILES 2022 Target: 80 miles



\*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.

#### AT ATTRACTIONS **ATTENDANCE** 367,099 (2020)

**AFFORDABLE HOUSING** 

Topeka Zoo, KS Children's Discovery Center, TPAC, Old Prairie Town, KS Sate Captio, TCT, Surflower Soare, TCT, Surflower Soare, TCT, Surflower Art Museum, Brown vs Board NHS, Eel Kinseel Museum, Museum of KS Narl Joychawk, Theader, Ritchie House, Great Overland Station House, Great Overland Station Total attendance of the following Shawnee County Attractions:

2022 Target: 750,000 people



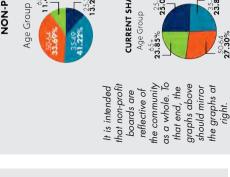
# **NET PROMOTER SCORE**

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



# = collaborate FOR STRONG COMMUNITY

PHYSICAL AND MENTAL HEALTH



#### NON-PROFIT BOARD DIVERSITY SHAWNEE COUNTY 2.84% 3.71% 1.79% 1.08% 1.50% 10.4% 1.08% 82.44% 8.51% .95% 85.3% 4.82% **CURRENT SHAWNEE COUNTY DEMOGRAPHICS** Ethnicity NON-PROFIT BOARD DIVERSITY Gender Gender

INFANT MORTALITY RATE

2.7 Physical | 3.2 Mental

2022 Target:

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

# Age Group

## PRIVATE CAPITAL INVESTMENT (JANUARY 2021)

**GROW A DIVERSE ECONOMY** 

**ANNUAL MEDIAN WAGE IN TOPEKA** 

SHARE OF EMPLOYMENT

AT NEW BUSINESSES

5

Topeka during regular communications with companies or Shawnee County, however some will not be captured due Sapital 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.

\$37,620

7,517 OR 9.5% PEOPLE WORK AT A NEW BUSINESS

(2019 MSA)

#### \$0 W per year \$350M Goal:

2022 Target: \$350M

# TOTAL PRIVATE JOBS

70,241

(Private = Non-Government Jobs) (5) (June 2020)

2022 Target: 79,000 jobs

# GLOBAL, METRICS

open less than five years/(2018 Q4)

2022 Target: 7,093 people

New business is any that has been

2022 Target: \$39,000

# GDP OF DOLLARS (10)

Gross domestic product expenditures and gross N 2019 6 0 

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

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

N 201

# NUMBER OF PEOPLE WORKING, BUT NOT LIVING IN SHAWNEE **COUNTY** (2018)

39,277 OR 38.4%

2022 Target: 33%

SHAWNEE COUNTY (2019) (10) PER CAPITA INCOME IN

\$47,99

2022 Target: \$50,000

**ELIGIBLE FOR** STUDENTS REDUCED LUNCHES FREE OR

51.4%

2022 Target: 48%

SHAWNEE COUNTY **POVERTY RATE IN** (2019)

County uness otherwise stated.

All metrics refer to Shawnee

2022 Target: 10%

Department of Education, 2
U.S. Census Bureau, ACS 5-Year
U.S. Census Bureau, ACS 5-Year
Stimates, 3 AARP Livability
Index, 4 City of Topeka Planning
Department, 5 Quarterly Census Longifudinal Employer-Household Dynamics, 9 County Health Ranking, 10 Bureau of Economic Analysis, 11 U.S. Census Bureau, Small Area Income and Poverty Survey, 8 U.S. Census Bureau, of Employment and Wages, **6** Occupational Employment Statistics, **7** Momentum 2022 Sources: 1 Kansas State PROVIDED BY Estimates

Momentum Momentum

#### BUSINESS ATTRACTION



Grow a Diverse Economy

GO Topeka continues to see steady interest in companies considering Shawnee County as a new location. For the final quarter of 2020, the pace slowed a bit with existing prospects as many were on pause awaiting results of the Presidential race. Overall, 2020 has still seen a record number of new business projects with a total of 4 in Q4 and a year-to-date total of 41 projects with 31 in the pipeline. GO Topeka has also hosted nine site visits in 2020.

### NEW PROJECTS IN Q4



FOOD PROCESSING



PROJECTS YTD



TOTAL PROJECTS
IN THE PIPELINE

31



9











## BUSINESS RETENTION & EXPANSION

### ADDITIONAL YEAR TO DATE

In the fourth quarter of 2020, GO Topeka worked with two existing growing and expanding companies, who announced and had agreements approved.

We also hosted a virtual HR Breakout session on unemployment fraud with the Kansas Department of Labor. They discussed unemployment fraud issues in the state, how it impacts employers and provided virtual Q & A as well as resources.



#### LIFETECH DIAGNOSTICS | PROJECT VITA

is a life sciences company with a total approved incentive of \$76,500 based upon their capital investment of \$1.5 million and an addition of 7 new jobs over the next 5 years with average waged of \$85K annually plus benefits. This investment will result in an economic impact of \$40.5M over 10 years and a 396% return on investment.

"Advancing the life sciences industry is a valuable investment in a community's quality of life. I look forward to witnessing the progress LifeTech Diagnostics makes in providing quality service and support to our local health care providers," said Christina Valdivia-Alcala, Councilwoman, City of Topeka, District 2.

All economic impact numbers are based on a 10 year calculation. All proposed incentives are performance-based, to be paid out as earned and details of the agreement will be outlined via a formal contract with the company and presented to JEDO for approval at a later meeting.















#### **HAYDEN TOWER SERVICE | PROJECT VERTICAL**

is a telecommunications construction company with a total approved incentive of \$234,000 based upon a capital investment of \$6.6M, along with an additional 44 new jobs over the next 5 years with average wages of \$43K annually plus benefits. This investment will result in a \$200M economic impact over 10 years and provides a 780% return on investment.

"The wireless industry plays such a critical role in our everyday lives. We are adding jobs that will help our community stay connected to family members through phone calls and text messaging, as well as connecting first responders and public safety professionals to save lives and protect our communities," said Chad Jepson, safety coordinator, Hayden Tower Service. "We are very excited to be selected for this partnership."











#### WOMEN & MINORITY BUSINESS **DEVELOPMENT**



Diverse Economy



**FASTTRAC NEW** 

**VENTURE** 



Through Q4 of 2020	9
LIFE OF PROGRAM	757

#### **FIRST OPPORTUNITY FUND** \$50,000

1 LOAN **AWARDED** 1 LINE OF CREDIT FOR \$50,000



#### **NOTABLE NEW** BUSINESSES

PINEAPPLE DREAM, LLC. PEMF COMPLETE THERAPY **ENCHANTING EARTH** SIMPLY SWEETS BY IANNA **BROAD STREET CAR WASH** 

**SMALL BUSINESS INCENTIVES** 



**INCENTIVES** ISSUED, AMOUNT



**INCENTIVES** ISSUED, #

**Through Q4 OF 2020** LIFE OF **PROGRAM** 

\$429,620

\$1.54M 456

105

REUTER'S

**NOTABLE EXISTING** 

**BUSINESSES** 

NORSEMEN BREWING CO.

ZIEGLER FAMILY DENTISTRY

AXE & ALE

**DUDEK LLC** 

**JOBS** 

**IMPACTED** 

152

**FULL TIME** 

119

**PART-TIME** 

271

TOTAL

#### **INCENTIVE TYPES**

19 **NEW BUSINESS** 



CONSTRUCTION

MARKETING

37

62 **EXISTING BUSINESS** 



**ARCHITECTURE & DESIGN** 

46



TRAINING

0

**27** 





**EQUIPMENT** 

Some companies may have been awarded more than one incentive.











#### KANSAS PTAC

(PROCUREMENT TECHNICAL ASSISTANCE CENTER) FEBRUARY 1, 2020 - JANUARY 28, 2021



**CLIENTS** 

121%

of Goal



COUNSELING **HOURS** 

**572** 110% of Goal



**EVENTS HELD IN** SHAWNEE COUNTY

150% of Goal



CONTRACT **AWARDS** 

"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

#### **TOTAL CONTRACT AWARDS FOR KS PTAC SUB-CENTER TOPEKA**

(Service area covers 32 counties in NE KS)

\$ 201,285,224= **FEDERAL** 

1,334,035 = STATE & LOCAL

8,109,119= **SUBCONTRACTS** 

\$ 210,728,378 TOTAL AWARDS

#### **SHAWNEE COUNTY BUSINESSES HAVE RECEIVED:**

CONTRACT AWARDS FOR A VALUE OF

\$2,915,652 OUT OF THE TOTAL AWARDS AMOUNT SHOWN ABOVE

#### SOCIOECONOMIC STATS ON FEDERAL CONTRACT AWARDS

SMALL DISADVANTAGED BUSINESS 254

WOMAN OWNED SMALL BUSINESS 143

HUBZone 40

SERVICE DISABLED VETERAN OWNED SMALL BUSINESS 65

#### **RETURN ON INVESTMENT (ROI)**

FOR EVERY \$1 JEDO INVESTS, PTAC GENERATES \$3,160

UEDO was requested to invest \$66,689 in the KS PTAC program this year, a reduction by 4.73% from the previous year due to the program match commitment set by the Defense Logistics Agency. This is the number that is used to base the ROI number on.)











### INNOVATION & ENTREPRENEURSHIP



2020 was filled with pivotal next steps, especially when it came to the development of Topeka's innovation and entrepreneurial ecosystem. During this year, Plug and Play Topeka hit the ground running in more ways than one. While setting the stage for providing a successful environment for the acceleration of animal health and ag tech startups, the innovation platform also announced its first three Founding Partner Organizations: Cargill, Hill's Pet Nutrition and Evergy. Midyear saw the commencement of an official innovation campus assessment, led by two nationally recognized real estate developers, Clark Enersen/MAg Partners and BioRealty/CRB. Finally, local partners, as well as a global audience of corporate executives, witnessed the official launch of Plug and Play Topeka as eager animal health and ag tech startups presented at the program's inaugural Selection Day.

#### PLUG AND PLAY INNOVATION SUMMIT

Plug and Play hosted its first Innovation Summit in Topeka in February 2020 at Security Benefit campus. Titled "The Future of Animal Health and Ag Tech," the event hosted 200 industry leaders, startups and investors in the Capital City for a day-long discussion on the region's animal health and ag tech industry, anchored by the KC Animal Health Corridor. This Summit allowed Plug and Play to work toward fostering the local innovation ecosystem by collaboratively with participants from the region to identify key industry challenges in animal health and ag tech.

#### WHEELHOUSE INCUBATOR

Despite the challenges posed by the COVID-19 disruption, the spring cohort of the Wheelhouse Incubator program graduated in July. Eight local small businesses have been working with their assigned mentors to target one specific goal that helps their business reach the next level of growth.

The program had suspended the cohort sessions for two months but restarted on June 22 helping the cohort members reposition their businesses for success as they ramp up again with COVID-19 restrictions being lifted. In true entrepreneurial fashion, the program pivoted to a virtual format to achieve the same results.

#### INNOVATION CAMPUS ASSESSMENT KICKOFF

To support Topeka's growth as a hub of innovation powered by Plug and Play, GO Topeka has kicked off two viability assessments for the future Topeka Innovation Campus in July 2020. Two nationally recognized real estate developers, Clark Enersen/MAg Partners and BioRealty/CRB have been contracted to lead the assessments; they are expected to present their findings in winter/spring 2021. River South Area in downtown Topeka and the Kanza Education and Science Park have been named as potential sites for the innovation campus. The information yielded from the viability assessments will help determine the right course of action to properly leverage our existing innovation assets, create new growth and, in turn, propel Topeka's status as the hub of innovation in the Midwest. The assessments have been sponsored in part by Evergy through their local partner program.

#### ANIMAL HEALTH VIRTUAL SUMMIT

In August, GO Topeka actively participated in the annual animal health industry flagship event, the Animal Health Investment Forum. Normally held in Kansas City, the event was hosted on a virtual platform. This event afforded our Innovation Team the opportunity to talk about the progress it has made in its partnership with Plug and Play and we'll be able to forge even more relationships with industry players that will be important in the success of the program which will start its rollout in fall of this year.



#### PLUG AND PLAY TOPEKA FOUNDING PARTNERS ANNOUNCED

From summer to fall, three separate corporate organizations with close ties to innovation and technologies stepped forward as the Founding Partners of Plug and Play Topeka. These organizations are Cargill, Hill's Pet Nutrition and Evergy.

#### PLUG AND PLAY TOPEKA LAUNCHES WITH 'SELECTION DAY'

Topeka celebrates the launch of Plug and Play Topeka in October. The animal health / ag tech focused accelerator program officially kicked off with the inaugural Selection Day, featuring ten early- and midstage startups from numerous U.S. states, Australia, Spain, the U.K. and Sweden pitching to an audience of corporate executives, venture capitalists and media at the fast-paced online demo day on October 21.

Presenting companies have developed a variety of innovative products for the animal health and ag tech industry. These include smart health and GPS tracking software for dogs, smart ear tags for livestock and a universal pet identification microchip. Startups selected for the program receive benefits including office space, mentorship, business development, pitch polishing and potential investment.

#### PRESENTING COMPANIES INCLUDED:

#### **CERES TAG**

Queensland, Australia: smart ear tags for livestock

#### **RAPID GENOMICS**

Gainesville, Fla.: DNA genotyping and genetic analysis company

#### **ANDES AG**

Emeryville, CA: harnessing the power of microbes to develop novel seeds for a regenerative agriculture revolution

#### **PEEVA**

Buffalo, NY: universal pet identification and central database microchip company

#### WAGGIT

Boulder, CO: smart health and GPS tracking for dogs Volta Greentech – Stockholm, Sweden: battling global warming by reducing methane emissions from cows

#### PITPAT

Cambridge, U.K.: dog activity monitor and fitness tracker company

#### **BOND PET FOODS**

Boulder, CO: biotechnology company creating animal-free and protein-rich pet food

#### **PROAGNI**

New South Wales, Australia: sheep and cattle nutrition products that are antibiotic and ionophore free

#### **DINBEAT**

Barcelona, Spain: wearable technology to monitor pet health in real time



#### **WORKFORCE & TALENT**

2020 Q4 NUMBERS

#### TOTAL POPULATION\*

**123,382** in Topeka **174,349** in SNCO

**2,238,925** in Kansas **261,080,000** in USA

#### LABOR FORCE PARTICIPATION

**63,455** in Topeka **91,612** in SNCO

**1,524,883** in Kansas **160,512,000** in USA

#### **EMPLOYMENT**

**59,937** in Topeka **86,787** in SNCO

**1,524,883** in Kansas **150,083,000** in USA

#### **JOBS**

**77,936** in Topeka **91,612** in SNCO

Topeka down **5.7**% from last year SNCO down **5.7**% from last year **1,308,939** in Kansas **137,424,082** in USA

#### **AVERAGE WAGES**

**\$48,058** in Topeka **\$48,026** in SNCO

Topeka up **3.3**% from last year SNCO up **3.3**% from last year **\$49,952** in Kansas **\$61,825** in USA

#### LABOR FORCE PARTICIPATION RATE

**51.43%** in Topeka **52.50%** in SNCO

**68.11%** in Kansas **61.48%** in USA

#### **EMPLOYMENT-POPULATION RATIO**

**48.58%** in Topeka **49.80%** in SNCO

**64.68%** in Kansas **57.49%** in USA

#### **UNEMPLOYMENT RATE**

5.5% in Topeka5.3% in SNCO

**5.0%** in Kansas **6.5%** in USA

\*Total Civilian Non-institutionalized Population











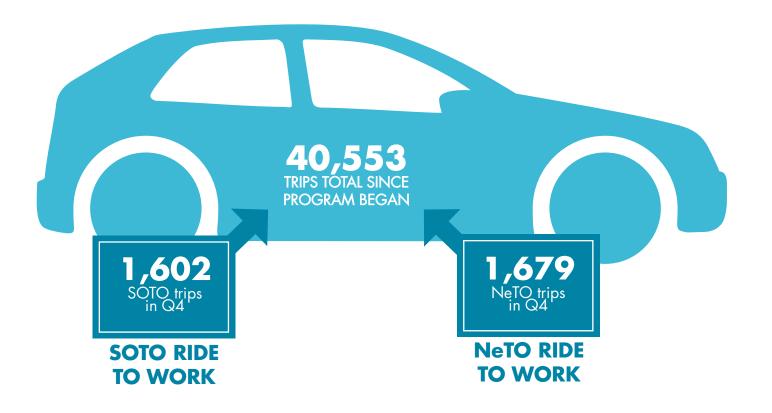




When businesses weave diversity, equity and inclusion into mission and vision, the outcomes are threefold, for employees, the community and the organization. In October, **iNCLUDED** hosted the Partnership's Chief Equity & Opportunity Officer, Glenda Washington, as she addressed that added impact and interactively presented A Seat at the Table (SATT), a concept that creates a safe place to talk about racial equity, inclusion, or the tough topics of the day. It's a place where everyone's voice is heard, where barriers come down so the collective soul of our community can find its voice and its way; a place where we can help transform our community and ourselves.

#### CaRE PROGRAM

extended waived fares due to pandemic 413 CaRE bus passes used program to date















1,900+ Calls in 2020 (from candidates & employers)

4,400+ Submissions in 2020 with resumes or questions

130+ Remote worker submissions in 4th QTR

employer candidates accepted, equaling \$151,250 in matching JEDO funds committed.

remote workers accepted equaling \$37,500 in relocation incentives.

\$188,750 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. Standout placements in 2020 include coverage in Business Insider, Next City, The Wall Street Journal, Fast Company, Bloomberg City Lab, Forbes and many more. Overall, 70+ pieces of coverage were read by approximately 4.5 million people and generated over 50,000 social media shares. We hope to continue this success in 2021.

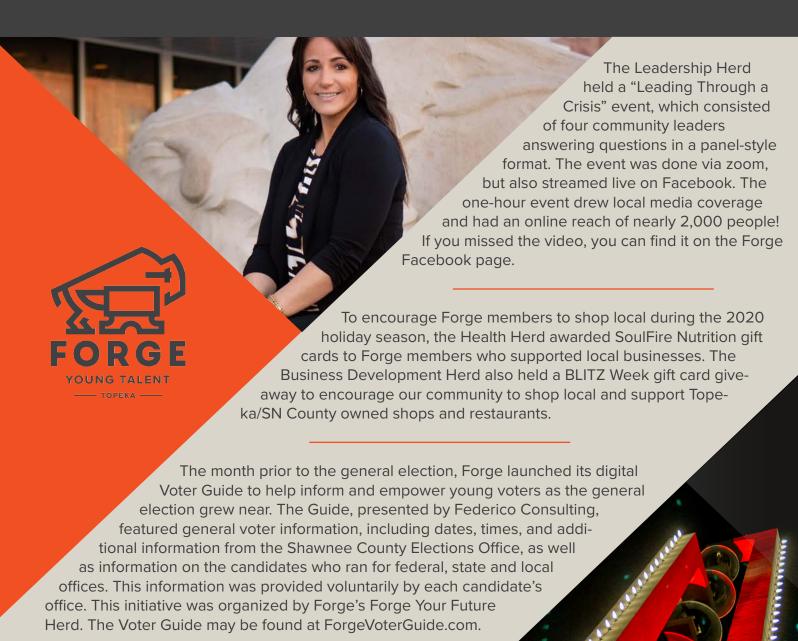






To remain cautious, Forge continued to offer all Q4 events virtually. Committees (Herds) got creative in their virtual platforms and were able to extend their reach and engagement online!

The Inspire Herd continued their monthly #ForgeCares video series, and featured Shannon Warta with SLI and Eric Maydew with Kansas Big Brothers Big Sisters (BBBSKS). Shannon discussed how SLI's annual event, Festival of Trees, looked a bit different this year due to the pandemic. However, they still had beautiful trees shown virtually, as well as contests, live auctions and more. BBBSKS Area Director Eric Maydew, talked about the organization's match program, and the importance of getting local youth matched with a "big" as a mentor. He also touched on their annual Shop with a Cop event, which is always highly anticipated during the holiday season. Both #ForgeCares videos can be found on the Forge Facebook page.





# 2021 BOARD OF DIRECTORS

**Elected Directors Through 2021** 

Don Beatty
Linda Briden
Wade Jueneman
Jim Klausman
Hill's Pet Nutrition
Sunflower Realtors
McElroy's Inc.
Midwest Health

Treena Mason Blue Cross Blue Shield of Kansas

**Shane Sommars** Briggs Auto **Kevin Hahn** Tri-Source Pharma

**Elected Directors Term 2022** 

Scott Anderson HAMM Co.

**Steve Anderson** University of Kansas St. Francis

Robert Kenagy Stormont Vail Health

Martha Piland MB Piland

Marsha Pope Topeka Community Foundation

Marvin Spees Capital City Oil
Renita Harris My Company, Inc.
Abbey Frye Kansas Gas Service

**Elected Directors Term 2023** 

Tammy Dishman Capitol Federal

Dan Foltz
Calla Haggard
Shane Hillmer
Kurt Kuta

KBS Construction
Community Bank
Southwest Publishing
CoreFirst Bank & Trust

Jeff Russell Resers Food

Daina Williams L&J Building Maintenance

**Directors Appointed at Large** 

Diana Ramirez Express Pros
Cassandra Taylor HTK Architects

Jacob Wamego Prairie Band Potowatomie Nation

Doug Wolff Security Benefit

Sarah Girard Central National Bank

Brittany Crabtree Topeka Collegiate

Scott Hunsicker Kansas Financial Resources

Directors by Virtue of Position Held

Michelle De La Isla Mayor of Topeka,

**Kevin Cook** Shawnee County Commissioner

**TBD** City of Topeka Ćouncil Member

Eric Johnson Metropolitan Topeka Airport Authority

Dr. Jerry Farley Washburn University
Roger Wilson Chair of MWBD



A Greater Topeka Partnership Organization

