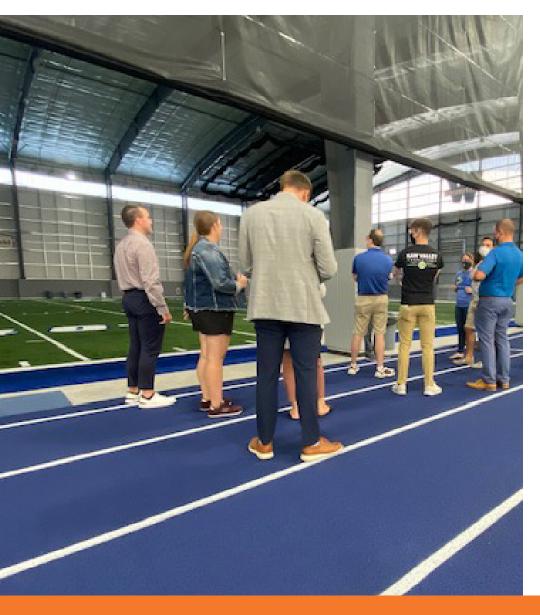


CONTENTS

Q3 2021

4

Topeka & Shawnee County
Momentum Scorecard



10

Minority & Women Business Development

Diversity, Equity

& Inclusion

21

Introducing New Staff

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

COVER PHOTO

The former home of Wolfe's Camera Shop will now become the home for the ASTRA Innovation Center.

INSIDE COVER PHOTO:

Attendees at The Forge VIP Tour: Washburn Indoor Athletic Facility were able to make connections and strengthen the partnership between Forge and Washburn University.

Business Attraction

Business Retention & Expansion

Accreditation

Kansas **PTAC**

Innovation & Entreprenuership

Workforce & Talent

Choose Topeka

Forge Young Talent Go Topeka

Staff

2021 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

DEKA & SHANNER COUNT



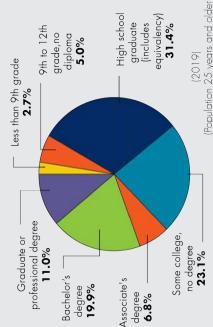
DEVELOP HOMEGROWN TALENT

GRADUATION RATE

KANSAS STATE OF 88.2% SHAWNEE YINOO 87.7% Four-year adjusted cohort formula

6th Grade Math 13.2% 19.2% 27.4% 40.1% STUDENT-LEVEL METRICS (2019) Excellent Effective Limited Basic ard Grade Reading 15.3% 26.0% 32.9% 25.7%

EDUCATIONAL ATTAINMENT



1,106 **EARNED**

CERTIFICATES

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

CREATE VIBRANT & ATTRACTIVE PLACES (all Schools 2019-2020)

PEDESTRIAN FRIENDLINESS LIVABILITY

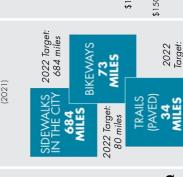
Shawnee County on a scale from 0 to 100. It is based on the average score of environment, health, engagement, and opportunity—which also range from 0 This score rates the overall livability of seven livability categories—housing, neighborhood, transportation,

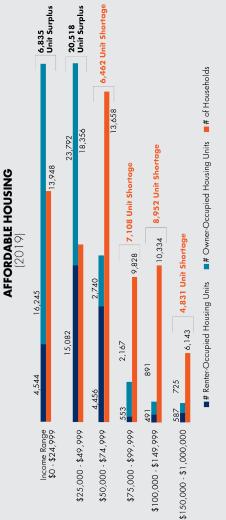
to 100.

No change from 2017 and 2018 5

2022 Target: 58 AARP livability index

2022 Target: 34 miles





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

AT ATTRACTIONS **ATTENDANCE**

367,099 PEOPLE (2020)

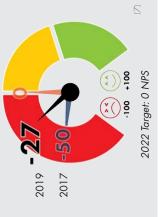
Topeka Zoo, KS Children's Dopeka Zoo, KS Children's Delice Town, KS Sore Captol, TCT, Surflower Societ, TCT, Surflower Societ, Mulvaren Art Museum, Brown vs Board NHS, Eel Krievel Museum, Museum, Alveseum, Joyhavk, Theader, Ritchie House, Great Overland Station House, Great Overland Station Total attendance of the following Shawnee County

750,000 people 2022 Target:



NET PROMOTER SCORE

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



Ethnicity

Race

Latino Latino **4.82**%

NON-PROFIT BOARD DIVERSITY SHAWNEE COUNTY

CURRENT SHAWNEE COUNTY DEMOGRAPHICS

Ethnicity

Age Group

hat non-profit

t is intended

as a whole. To graphs above

that end, the

should mirror he graphs at

the community

reflective of boards are

2.84% 3.71% 82.44% 8.51% .95% 1.50% 10.4% 1.08% 85.3%

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

INFANT MORTALITY RATE

TOTAL PRIVATE JOBS

GROW A DIVERSE ECONOMY

SHARE OF EMPLOYMENT AT NEW BUSINESSES

6,739 OR 8.8% PEOPLE WORK AT A NEW BUSINESS

(New business is any that has been open less than five years)(2020 Q2)

2022 Target: 7,093 people

\$39,290

(2020 MSA)

2022 Target: \$39,000

WAGE IN TOPEKA ANNUAL MEDIAN

PRIVATE CAPITAL INVESTMENT (JANUARY 2021)

5

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

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

2022 Target: \$350M

72,823

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

2022 Target: 79,000 jobs

GLOBAL, METRICS

GDP OF DOLLARS (10)

\$10.5 BILLION

0.65

government consumption goods and services, and expenditures and gross

Gross domestic product

(GDP) is equal to the sum investment, net exports of of personal consumption expenditures, gross private domestic N 2019

IN 2017

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

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 FREE OR REDUCED STUDENTS LUNCHES 51.4%

2022 Target: 48%

SHAWNEE COUNTY POVERTY RATE IN (2019)

Index, 4 City of Topeka Planning Department , **5** Quarterly Census

U.S. Census Bureau, ACŚ 5-Year

Estimates, 3 AARP Livability Department of Education, 2

All metrics refer to Shawnee County uness otherwise stated. Sources: ¶ Kansas State

2022 Target: 10%

Dynamics, 9 County Health Ranking, 10 Bureau of Economic Analysis, 11 U.S. Census Bureau, Small Area Income and Poverty

Statistics, 7 Momentum 2022 Survey, 8 U.S. Census Bureau, Longitudinal Employer-Household

6 Occupational Employment

of Employment and Wages,

PROVIDED BY

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 holds 23 active projects in various industry sectors: 11 manufacturing, six aviation, three food processing, one general office, one education/health services and one technology.





Manufacturing



Office

1



Aviation



Education/Health Services

1



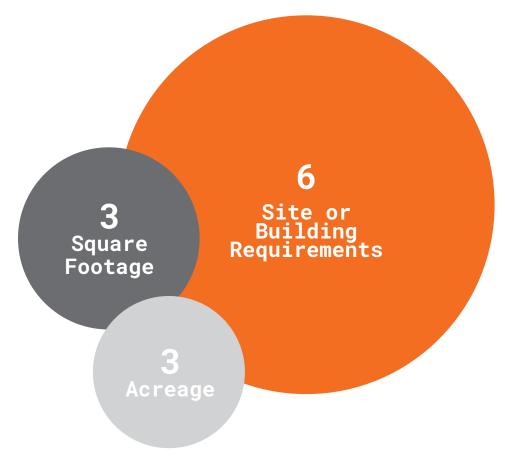
Food Processing

Technology

1



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

Business Retention & Expansion

During the 3rd quarter a survey was sent out to the human resource contacts of the largest companies here in Topeka. The goal was to get a pulse on the businesses in our community and find out what their current and/or future goals are. GO Topeka staff will use this information to inform strategies and work directly with companies to remove barriers and help ensure continued growth in our community.





Reaccreditation as AEDO



The International Economic Development Council (IEDC) announced that GO Topeka has once again been recognized as one of the 64 economic development organizations accredited by IEDC as an Accredited Economic Development organization (AEDO). Originally accredited in February 2018, the organization was reaccredited by IEDC following three successful years of activity as an AEDO member.

GO Topeka remains the only economic organization in Kansas to receive this accreditation.

"GO TOPEKA DISPLAYS THE PROFESSIONALISM, COMMITMENT, AND TECHNICAL EXPERTISE THAT IS DESERVING OF THIS HONOR," SAID IEDC PRESIDENT AND CEO JEFF FINKLE.



Small & Minority Business Development



Small Business Incentives

THROUGH Q3 OF 2021

LIFE OF PROGRAM

62

467

Incentives Issued, Totaling

Incentives Issued, Totaling

\$441,564

\$1.99M

Some companies may have been awarded more than one incentive.

4

Q3 New Businesses

38

Q3 Existing Businesses

Incentive Types

6

11

4

17

Construction

Marketing

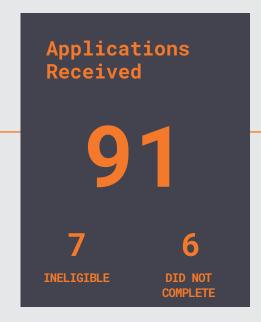
Architecture

Equipment



JEDO Small Business Grant Relief Program

The Joint Economic Development Organization (JEDO) approved the funding for JEDO Small Business Grant Relief Program. The JEDO Small Business Grant Relief Program is a grant program of GO Topeka and JEDO to provide relief to businesses suffering financial losses due to the COVID-19 Pandemic. Grants range from \$5,000-\$30,000 and are dependent on the small business' employee count. The funding for the JEDO Small Business Grant Relief Program was approved in quarter one of 2021, The results below are up to date as of Q3 of 2021.





\$700,000 Distributed

11

Kansas PTAC



(Procurement Technical Assistance Center) February 1, 2021 - October 22, 2021

\$77,977,751

Total Contract Awards for KS PTAC Sub-Center Topeka ¹

\$77,214,357

Federal

\$77,500

State & Local

\$685,894

Subcontracts

17

CONTRACTS AWARDED TO SHAWNEE COUNTY BUSINESSES TOTALING \$9,603,007 SOCIOECONOMIC STATS ON FEDERAL CONTRACT AWARDS

94

Small Disadvantaged Business

50

Woman-Owned Small Business

21

HUBZone

q

Service Disabled Veteran-Owned Small Business

81 NEW CLIENTS 81% of Goal

495
COUNSELING HOURS
82% of Goal

9 EVENTS HELD IN SHAWNEE COUNTY 113% of Goal

203
CONTRACT AWARDS 4

(ROI) FOR EVERY \$1

JEDO INVESTS

¹Service area covers 32 counties in NE KS

²Out of the Total Awards Amount shown above

³JEDO was requested to invest \$66,689 in the KS PTAC program for FY2021. This is the number used to calculate ROI.

⁴This 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.

KS PTAC: TOPEKA SUBCENTER



New Clients

Guided 53 new small businesses through the process of becoming registered to do business with the federal government.

Counseling

Held 446 hours of one-on-one counseling sessions with existing and new small businesses.

Events

Held eight training events covering various topics on Government Contracting.

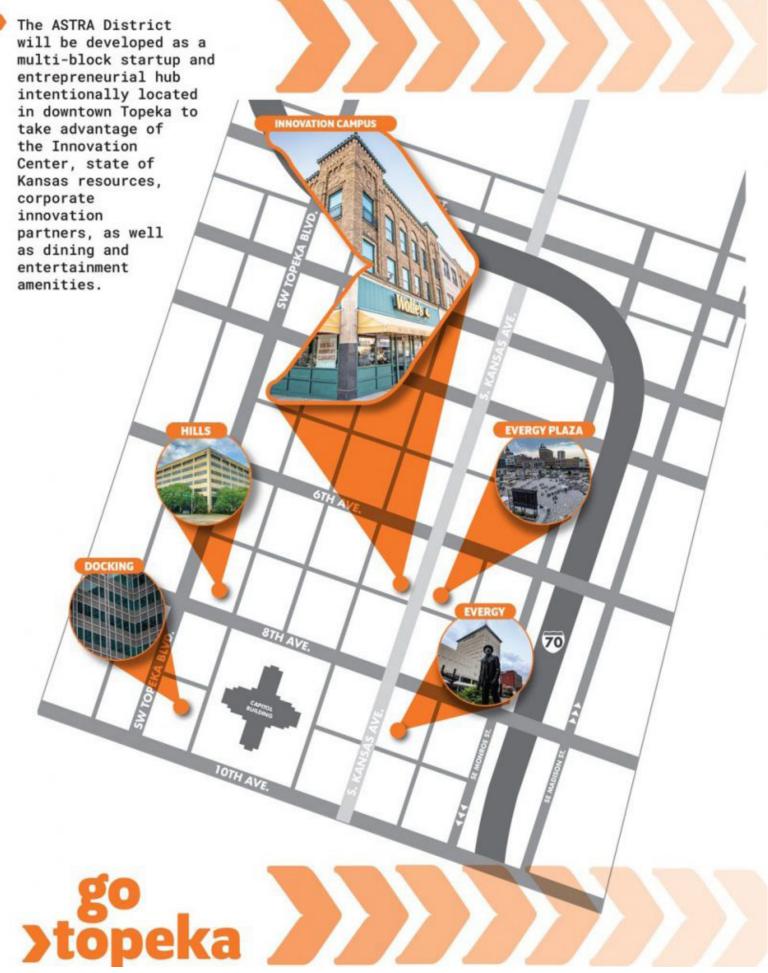
Upcoming Training Events

Oct. 14- Top 10 Legal Mistakes and Upcoming Changes for Government Contracting

Steve Koprince and Nicole Pottroff, Koprince McCall Pottroff LLC will present information about the complexity of government contract law outlining some of the rules that are not intuitive. The presentation will focus on items from making sure that the SAM registration is completed correctly to making sure the proper information is provided on business size. Koprince and Pottroff will also take a look at some of the proposed changes that Congress is presently considering so attendees can be watching for those changes that may affect their business as they do business with the federal government.

Value

Assisted KS PTAC Clients across the state with obtaining a total of 167 Federal Contract Awards worth \$70.5 million. These contracts have been awarded between 2/1/21-9/27/21. Of the total of contract awards 15 contracts worth \$10 million, was specifically awarded to Shawnee County businesses.



Innovation & Entrepreneurship

Innovation Campus Update:

GO Topeka has continued to collaborate and make progress on standing up the \$14.5 million innovation campus coming to downtown Topeka. It was announced in September that the campus, dubbed the ASTRA Innovation Center, would occupy the former home of Wolfe's Camera Shop, as well as multiple adjacent storefronts. We now have two renderings — one interior rendering and a rooftop rendering — to give us an idea of what the campus may look like. Those will be ready for publication soon, once a final exterior rendering is complete. GO Topeka is also working to compile marketing materials, including window wraps, that will allow the organization, in partnership with real estate development firm BioRealty, to further market and promote the downtown building. We hope to start construction early next year, with the goal of opening in 2023. The 60,000-square-foot innovation center is expected to retain retail space on the ground floor.





Plug and Play events update:

OCTOBER

On Oct. 7, Plug and Play hosted a virtual mentor networking event to introduce 10 startups in the Topeka accelerator program's latest cohort to various resources Topeka and the region have to offer

OCTOBER 20

Topeka's Plug and Play team presented before the local Innovation Advisory Board and members of the GO Topeka board to report on successes of the program thus far and what's to come. The following was brought up:

Collaboration between Topek-a and Plug and Play

Potentially getting involved with annual Washburn University Pitch Competition

Traveling with a Topeka group to the organization's Silicon Valley headquarters

NOVEMBER 10

The Plug and Play Expo Day event will be held virtually from 10 a.m. to noon and is open to the public, though registration is required. Expo Day celebrates the graduation of those startups in the most recent cohort that have successfully completed Plug and Play's three-month-long accelerator program. It is also a chance for community members to get the inside scoop on participating startups and learn more about their objectives.

Plug and Play Selects Next 10 Startups

Plug and Play has selected the next group of 10 startups to join the 3-month program this fall. They represent a broad ranged of new innovation focused on areas including packaging, food safety, pet and livestock healthand energy.

"Each selected startup is based on our partner's needs, so we are able to include incredible companies in a variety of areas such as B2B sales, sustainable packaging, mobility, and our animal-health vertical," says Lindsay Lebahn, program manager for the Plug and Play Topeka animalhealth accelerator. Here is the lineup:

- Aegis Packaging
- Birdstop
- ISO Thrive
- Kenzen
- Lumin
- Maven
- Nanox
- Pepperi
- Sniffypet
- Tarot Analytics

Workforce & Talent



2021 Q3 Workforce Data

Total Population				
Participation		taran da antara da a	The state of the s	
Jobs		•		
TOPEKA TOPEKA Mages SHAWNEE COUNTY 1.2% FROM 2020 SHAWNEE COUNTY SHAWNEE COUNTY SHAWNEE COUNTY SHAWNEE COUNTY SHAWNEE COUNTY SHAWNEE COUNTY SHAWNEE COUNTY	Employment	116,083 TOPEKA	90,089 SHAWNEE COUNTY	
Wages TOPEKA SHAWNEE COUNTY	Jobs	ТОРЕКА	SHAWNEE COUNTY	
		ТОРЕКА	SHAWNEE COUNTY	

Labor Force Participation Rate

53.5% TOPEKA

53.9% SHAWNER COUNTY

KS 68.03% US 61.92% Employment-Population Ratio

50.8%

TOPEKA

51.7%

SHAWNEE COUNTY

KS 65.05% US 58.72% Unemployment Rate

5.2% TOPEKA

4.1% SHAWNEE COUNTY

KS 4.4% US 5.2%

^{*}Total Civilian Non-institutionalized Population

DEI Summit

Inaugaral DEI Summit

The Equity and Opportunity initiative within the Topeka Partnership hosted an inaugural virtual DEI Summit in late September. The goal of the Summit was to provide insight and education to professionals and practitioners who deal with Diversity, Equity and Inclusion daily. Nearly 100 businesses were represented at the Summit.

The Summit pulled some of the most talented and knowledgeable leaders in the field of diversity, equity and inclusion to speak. Eugene Kelly from Colgate-Palmolive, Kuma Roberts Iom from Arrowhead Consulting, Dr. Jarik Conrad from UKG, and others helped to delivered a clear message about the business case for DEI.

Jarik Conrad of UKG shared that before you can move your organization forward it is important to acknowledge your organization's faults or challenges; abate inequities by doing no further harm; atone for past offenses by being intentional about achieving diversity, equity and inclusion; augment DEI efforts by integrating diverse initiatives in all areas of your business; and constantly assess progress by reflection on results and measuring impact.

The sessions were recorded and can be found on topekapartnership.com/dei-summit/



Eugene Kelly is the VP, Global Diversity, Equity & Inclusion for Colgate-Palmolive, a \$15.2 billion consumer products company serving people in more than 200 countries and territories. In this role, Eugene provides leadership to the Corporation's focus on and execution of Colgate's Global Diversity, Equity and Inclusion Strategy. He actively supports its commitment to its' Managing with Respect principles and ensuring that Colgate operates with a most inclusive work environment for all people.



Kuma Roberts Iom is the Senior Diversity, Equity and Inclusion Consultant for Arrowhead Consulting and has over 10 years of organizational development and change management experience specializing in the business case for diversity, equity & inclusion, cultural competence, implicit bias, as well as other elemnts of diversity, equity and inclusion. As a graduate of the U.S. Chamber of Commerce's Institute of Organizational Management she has spoken to hundreds of businesses, non-profits and chambers of commerce on the best practices for developing a strategic plan related to DEI.



Dr. Jarik Conrad is the VP of the Human Insights and Human Capital Management Advisory team at UKG, one of the world's largest and most innovative human capital management and workforce management companies. He also serves as the Executive Director of the UKG-sponsored Equity at Work Council, composed of an intersiciplinary group of HR thought-leaders and practiioners dedicated to developing evidence-based strategies to eliminate workplaces inequities.

Events and Activities

JULY 27

Strategies and Achievements – Best Practices Panel Discussion: Actionable Steps to Move the DEI Needle CEO DEI Roundtable (Invitation Only)

AUGUST 24

Design or Redesign Your DEI Strategy Workshop

SEPTEMBER 21
DEI Summit

OCTOBER

Minority Students Corporate FAM Tour

Seat at the Table

Launched in September 2020, A
Seat at the Table has hosted 8
Seat at the Table Events and 72
participants (3-4 per group per
meetings). More than 150 pre- and
post-event surveys have been
completed and speak to the need
to continue the conversation about
the importance of DE&I.

Choose Topeka Relocation Incentive



2,150+

CALLS TO DATE

(FROM CANDIDATES & EMPLOYERS)

7,000+

SUBMISSIONS WITH
RESUMES OR QUESTIONS

38EMPLOYER CANDIDATES ACCEPTED, EQUALING

\$218,250
IN MATCHING JEDO
FUNDS COMMITTED

650+
REMOTE WORKER
SUBMISSIONS

23REMOTE WORKERS
ACCEPTED, EQUALING

\$175,000

IN RELOCATION
INCENTIVES

ECONOMIC IMPACT ANALYSIS

61

CANDIDATES

\$89K
AVERAGE SALARY

12_x

RETURN ON INVESTMENT

\$5M
IN ECONOMIC IMPACT,
YEAR ONE

\$393,250

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.

Forge



Building off the momentum that we built from ForgeFest, Forge's events have continued to see growth and positive engagement. The Forge VIP Tour: Washburn Indoor Athletic Facility showcased the strengthening of the partnership between Forge and Washburn University. 20+ Forge members and students received a behind the scenes tour of the state of the art facility and learned about the design, construction, funding and operations of the building. All attendees received free tickets to the Washburn Football game as a bonus offering to Forge members.

Another event put on through a collaboration of 3 different Forge Herds (committees) was the Forge Family Field Day on Saturday September 25. With the goal of highlighting Topeka's family-friendly quality of life amenities to the Forge demographic the Health, Play and Inspire Herds teamed up to host Forge members and their families at Lake Shawnee for a day filled with games, snacks, music, Kona Ice, Henna Tattoos and more. Around 50 parents and kids attended the event, they made connections and friends while enjoying one of Topeka's top attractions.

Looking Ahead

Forge Leadership Team is in the process of nominating new Leadership team members to fill vacancies. The nomination process is currently underway and the committee is still accepting nominations. The Leadership team is also working on nominations for the diversity and inclusion oversite committee. That committee will help ensure that all voices are included, heard and respected in all aspects of the organization.



Go Topeka Staff



CEO, Greater Topeka Partnership



President of Economic Development



Chief Equity & Opportunity
Officer



SVP of Innovation



Senior Economic Advisor



Executive Director of Forge Young Talent



Business Development Manager



KS PTAC Subcenter Director



Director, Business & Talent Initiatives



VP, Entrepreneurship &
 Small Business

Welcome Our Newest Go Topeka Staff Members

RHETT FLOOD EXECUTIVE DIRECTOR OF FORGE YOUNG TALENT

Rhett joined the Greater Topeka Partnership in 2017 as a marketing account manager, providing direct support to GO Topeka's Business Attraction and Retention, Innovation and Entrepreneurship, and Minority & Women Business Development programs. A graduate of Wichita State University, Flood holds a degree in Integrated Marketing Communication.

"I'm thrilled to take up the helm of leadership for Forge Young Talent. Alongside our fantastic volunteer team, I will endeavor to help young talent find their community, advance their careers and develop themselves here in Topeka & Shawnee County," said Rhett Flood, executive director of Forge Young Talent.

TRINA GOSS DIRECTOR, BUSINESS & TALENT INITIATIVES

Trina earned the Director, Business & Talent Initiatives position and proved to be the best fit for the role after many rounds of interviews and mock scenarios with a tough interview panel including two senior HR leaders from the community and a consultant we work with for GO Topeka incentive contracts. Trina stood out for her variety of relevant skills, ability and eagerness to learn, her passion for Topeka and her positive attitude!

Her professional background includes 18 years of business management and administration experience, including four years as a small business owner. Goss previously served as executive assistant to GO Topeka and the Greater Topeka Partnership since 2020.

LAURIE PIEPER, PH.D. VP, ENTREPRENEURSHIP & SMALL BUSINESS

Laurie will manage programming designed to support entrepreneurs and innovators and support the SVP Innovation to establish and foster relationships with local, regional and national partners.

Pieper comes to GO Topeka from the Washburn University BRITE Center, where she served as Director. Prior to this she was the Assistant Director of America's Small Business Development Center at Washburn University. Pieper possesses extensive experience in small business development in addition to multiple years of experience as a university professor at Kansas State University, University of Oregon and University of California, Los Angeles. She received her B.A. at Clark University and her M.A. and Ph.D. at UCLA. Pieper received her title as a Certified Global Business Professional from NASBITE International.





Positioned as an industry leader, the new GO Topeka will strive to innovate, collaborate and boldly move Topeka and Shawnee County into the future.

Great Grows Here

Visit GoTopeka.com.

2021 Go Topeka Board of Directors

Elected Directors

Don Beatty Hill's Pet Nutrition
Linda Briden Sunflower Realtors
Kevin Hahn Tri-Source Pharma

Wade Jueneman McElroy's Inc.

Jim Klausman Midwest Health

Treena Mason Blue Cross Blue Shield of Kansas

Shane Sommars Briggs Auto

Jacob Wamego Prairie Band Pottawatomie Nation

Scott Anderson HAMM Co.

Steve Anderson University of Kansas St. Francis

Abbey Frye Kansas Gas Service
Renita Harris My Company, Inc.
Dr. Bob Kenagy Stormont Vail Health

Martha Piland MB Piland

Marsha Pope Topeka Community Foundation

Marvin Spees Capital City Oil
Tammy Dishman Capitol Federal
Dan Foltz KBS Constructors
Calla Haggard Community Bank
Shane Hillmer Southwest Publishing
Kurt Kuta 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

Doug Wolff Security Benefit

Sarah Girard Central National Bank Brittany Crabtree Topeka Collegiate

Scott Hunsicker Kansas Financial Resources

Manny Herron Haus Property Partners

Directors By Virtue of Position Held

Michelle De La Isla City of Topeka, Mayor

Kevin Cook Shawnee County Commissioner
Mike Padilla City of Topeka, Council Member

Eric Johnson MTAA

Brent Trout City of Topeka, City Manager

Dr. Jerry Farley Washburn University

Roger Wilson Chair of MWBD

Del-Metrius Herron Forge Chair

go >topeka

A Greater Topeka Partnership Organization



