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Q4 2022

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Topeka & Shawnee County
Momentum Scorecard



Small Business Incentives

Workforce Talent



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

Cover photo: Small Business Saturday swag deliveries

Inside COVER photo: MWBD Pitch Contest 1st place winner, Yes! Athletics Business Attraction

Project Press Releases Entrepreneurship & Innovation

Small Business

Equity & Opportunity

Forge Young Talent

Choose Topeka GO Topeka Staff

2022 GO Topeka Board of Director

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

# TOPEKA & SHAWINSTATOUNTY Updated 10.28.2022



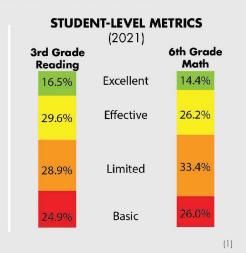
#### **DEVELOP HOMEGROWN TALENT**

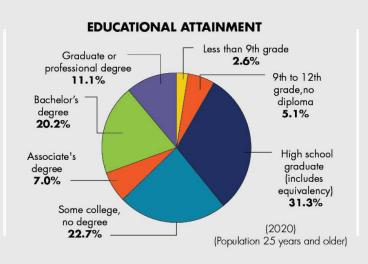
#### **GRADUATION RATE**

STATE OF KANSAS **87.9%** 

SHAWNEE COUNTY **87.8%** 

Four-year adjusted cohort formula (all Schools 2020-2021)





#### CERTIFICATES EARNED

1,058

(Less than a 2-year degree) (2022)



### **CREATE VIBRANT & ATTRACTIVE PLACES**

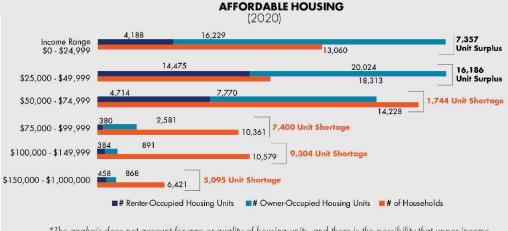
#### LIVABILITY

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.



2022 Target: 58 AARP livability index





\*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

(2021)

508,519 PEOPLE

Total attendance of the following Shawnee County Attractions: Topeka Zeo, KS Children's Discovery Center, TPAC, Old Prairie Town, KS State Capitol, TCT, Sunflower Soccer, Mulvane Art Museum, Brown vs Board NHS, Evel Knievel Museum, Museum of KS Nat'l Guard, Combat Air Museum, JoyhawK Theater, Ritchie House, Great Overland Station

2022 Target: 750,000 people



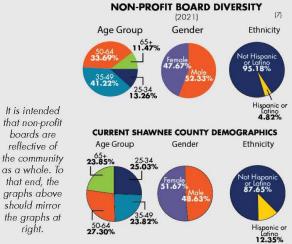
#### **NET PROMOTER SCORE** (NPS)

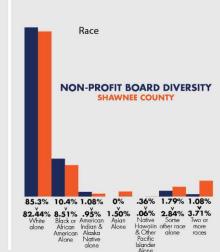
An index ranging from -100 to 100 that measures the willingness of customers to recommend a product or experience to others.

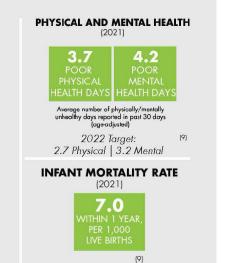


2022 Target: 0 NPS

# **COLLABORATE FOR STRONG COMMUNITY**









### **GROW A DIVERSE ECONOMY**

#### SHARE OF EMPLOYMENT AT NEW BUSINESSES

6,466 or 8.4% PEOPLE WORK AT A NEW BUSINESS

(New business is any that has been open less than five years)(2020 Q3) (8)

2022 Target: 7,093 people

#### ANNUAL MEDIAN **WAGE IN TOPEKA**

\$39,290

(2020 MSA)

2022 Target: \$39,000

#### PRIVATE CAPITAL INVESTMENT (2022)

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



2022 Target: \$350M

2022 Target: 79,000 jobs

#### **TOTAL PRIVATE JOBS**

75,073

(March 2022) (Private = Non-Government lobs) (5)

### GLOBAL, METRICS

#### **GDP OF DOLLARS (10)**

IN 2020

IN 2017

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

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

### NUMBER OF PEOPLE WORKING. **BUT NOT LIVING IN SHAWNEE**

**COUNTY** (2019)

2022 Target: 33%

PER CAPITA INCOME IN **SHAWNEE COUNTY** (2020) (10)

2022 Target: \$50,000

#### **STUDENTS ELIGIBLE FOR** FREE OR REDUCED LUNCHES

51.4%

2022 Target: 48%

#### **POVERTY RATE IN SHAWNEE COUNTY**

120201

2022 Target: 10%

### All metrics refer to Shawnee County uness otherwise stated. Sources: 1 Kansas State

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 of Employment and Wages, 6 Occupational Employment Statistics, 7 Momentum 2022 Survey, 8 U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 9 County Health Rankina, 10 Bureau of Economic Analysis, 11 U.S. Census Bureau, Small Area Income and Poverty Estimates

#### 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 35 active projects in various industry sectors: 23 manufacturing, distribution and R&D, seven aviation, two general office, one food processing and two bioscience.



**PROJECTS** 











### JEDO-Supported Business **Expansions Could Result in \$980M Economic Impact**

Two incentive projects approved at Topeka and Shawnee County's Joint Economic Development Organization (JEDO) board meeting on Dec. 8 are expected to result in a combined \$218 million economic impact in the area over the next 10 years.

At the meeting, it was announced Torgeson Electric Compan is projected to make an estimated capital investment of \$7 million over the next five years, and create up to 44 new full-time jobs in the process. Meanwhile, OneSource— a magazine and print publications distributor looking to set up shop in Shawnee County— is expected to result in an estimated economic impact locally of \$62 million over 10 years, with the business expansion creating up to 20 new full-time jobs. Based on the JEDO incentives being offered, the Torgeson and OneSource projects are expected to result in 322% and 61% returns on investments, respectively.

# Business Retention & Expansion 4th Quarter Announcements

Torgeson Electric Company

OneSource Distributing LLC

>> Total Capital Investment: \$218 Million

>> Total New Jobs: 64

# **Project Press Releases**













# **Entrepreneurship & Innovation**

### University Entrepreneurship Partnerships

University Entrepreneurship
Partnerships GO Topeka has recently
entered into partnerships with
Washburn University and with Kansas
State University to help develop and
support the entrepreneurial ecosystem
in Topeka and Shawnee County.
The university partnerships create
opportunities for collaboration to
help launch and grow businesses
in Topeka and Shawnee County,
provide specialized services, attract
and retain talent to our community,
and create jobs and importation of
capital to the region.



### Plug and Play - Batch 4 Recap

#### Basics

12 startups accelerated3 partners

#### **Engagement**

25 virtual startup events

- 1 partner pilot showcase event
- 1 partner roundtable with CEO of PNP

#### Results

23 startup introductions 12 continuing conversations 8 NDAs 2 pilots

Z pilois

# 2022 Recap of Innovation, Plug & Play Efforts

- >> 2022 brought about continued growth in developing Topeka and Shawnee County as a hub for innovation. In late March, Stephanie Moran joined the organization as SVP of Innovation. Over the first few months, she participated in the NWA Intercity Visit and met with community and regional partners and the Innovation Advisory Board to identify existing resources and future needs in order to establish Strategic Initiatives for future growth. Key highlights for the year included:
- >> Launching the Kansas Innovation Dealroom platform to further support the ecosystem by connecting startups to funding and resource partners
- >> Finalizing Historic Tax Credits for the ASTRA Innovation Center and hosting an open house forpre-leasing
- >> Holding an Angel Investor Showcase event featuring local startups, in partnership with Plug and Play, Mid America Angels and the Kansas Department of Commerce
- >> Graduating two cohorts from the Plug and Play Topeka Animal Health Vertical, resulting in a number of corporate connections, deep dives, NDAs, pilots and partnerships
- » Attending Plug and Play summits in June and November and hosting a Plug and Play startup visit in May, ultimately connecting with several local resources and community partners

# The Topeka Social Entrepreneurship Engagement Project



>> GO Topeka, Washburn University SBDC, Topeka Community Foundation, Omni Circle Group, and Shawnee Startups recently received a NetWorked Solutions grant to work on a collaborative project with Washburn University to help create engagements, education and inspiration to stimulate businesses that have a social mission that benefits Topeka and Shawnee

County. The project launches in February with a community bus tour with subsequent events running through March. For more information, contact laurie.pieper@topekapartnership.com



## 2022 Entrepreneurship Recap

- >> In 2022, GO Topeka's entrepreneurship efforts included the following:
- >> Conducted an Entrepreneurial Ecosytem Survey in the spring
- >>> Launched Propeller Mentorship Network for Entrepreneurs; held summer and fall "journeys," followed by a joint year-end lunch with the Small Business Council and guest speaker Stuart Aller





- >>> Launched Kansas Innovation Deal Room, a platform for connecting startups with investors and resources
- >>> Supported the Washburn Entrepreneur Pitch Competition
- >> In August, Dr. Laurie Pieper participated in the Connecting E-Ship Communities Conference for the Kansas City Metropolitan Statistical Area, connecting with other communities' leaders and entrepreneurs to discuss innovative strategies, recent success stories and continuing challenges to building thriving entrepreneurial communities in northeast Kansas.
- >> GO Topeka joined communities around the world in celebrating Global Entrepreneurship Week. Topeka activities included an Innovation Breakfast with Amanda Curtis Burkhardt, a Cultivating Entrepreneurial Mindset Panel Discussion, a Washburn Entrepreneur Showcase, an Opportunities in International Trade Workshop, and a Boots to Business Reboot Entrepreneurship Training for Veterans.





>>> Formed the Washburn University/GO Topeka Entrepreneurship Resource Partnership, with the first new collaboration in progress

#### **GEW Sees Success**

GO Topeka and its partners held a successful slate of Global Entrepreneurship Week events in Topeka Nov. 14-20. There were more than 175 people estimated to be in attendance at events, not including the GTP's November Business Unwind or the Women in Business Conference organized by the Kansas Chamber of Commerce. Other local GEW activities included an innovation breakfast, entrepreneurship panel discussion, entrepreneur showcase at Washburn University, "Opportunities in International Trade" information session, "Boots to Business Reboot" programming for military families, and more.

# 2/2 Youth Entrepreneurship Challenge

Junior Achievement of Kansas prepares to hold youth entrepreneurship challenge. This challange has been likend to "Shark Tank" for middle and high-school students. Both teams and individuals will be competing for cash prizes, and the first-place winner will take home a \$1,000 renewable scholarship to Washburn University! A few of GO Topeka staff will be participating as judges.

# **Small Business Incentive Program**

**Incentive Types** 

**17** 

Construction

**20** 

Marketing

6

Architecture & Design

**25** 

Equipment

1

Proof of Concept

PREAPPROVAL THROUGH 03 OF 2022

LIFE OF PROGRAM

69

576

Incentives Totaling

Incentives Totaling

\$300,000 \$2,389,525

This includes carryover from 2021

Some companies may have been awarded more than one incentive.

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

6 Business Starts

7 Business Expansions

## **Small Business Awards Nominations**



Every year the Greater Topeka Partnership honors outstanding small businesses across multiple categories for their achievements and contributions to the community. Please nominate your favorite local small businesses for recognition at the awards luncheon being held on May 2nd. Nominations are due by noon on March 1st. To nominate businesses and for information about award categories, eligibility and criteria, go to https://www.gotopeka.com/small-business-awards/

# **Small Business**





## **2022 Small Business Recap**

In 2022, GO Topeka's small business development efforts included the following:

- >> Introduced a competitive application process for the Small Business Incentives Program, adding new incentive categories related to innovation and commercialization
- >> Dr. Laurie Pieper was elected to the NASBITE International Board of Governors in March and attended the BOG meeting in Annapolis, MD, in September. NASBITE International is the leading organization for setting standards for global trade education, training, credentialing, and practice to grow small businesses strategically through international trade.
- >> Dr. Laurie Pieper represented the GTP's Small Business Council at U.S. Chamber of Commerce meetings in Salt Lake City in April and September and joined U.S. Chamber SBC members in Washington, D.C., to advocate for small businesses.
- >> The Small Business Awards were held in May, with 23 finalists across nine categories. Tarwater Farm and Home Supply was selected as Top City Business of the Year.
- >> The Small Business Council was active in providing feedback to the GTP on issues of importance to the small business community and new member recruitment.
- >> The Small Business Council elected Tobias Harvey of Create Uplift to succeed Kathleen Urbom of Urbom Law as council chair.
- » In November, U.S. SBA Kansas City District Director Michael Barrera visited Topeka to meet with the Small Business Council and to offer a Small Business Saturday Proclamation.
- >> Held six webinars for entrepreneurs and small-business owners on topics ranging from "How to Create a Value Proposition for New Tech Ventures" to "Strategies for Coping with Inflation"

## 300+ New Businesses Formed in Shawnee Co. Over Past Year

In Shawnee County, 160 new establishments were formed in the last quarter (between 2022 Q2 and 2022 Q1), and more than 300 new businesses were formed in the last year alone. Overall, the local labor market remains tight but strong, with job-posting data showing a shift in the need for labor. In previous months, jobs in business, finance and health care represented the majority of all available jobs in the county. Now, jobs related to repairs, protections, and health care technicians are seeing the highest level of growth.

#### Retail Storefront Property Tax Relief Program

During the 2022 Legislative Session, the Legislature passed, and Governor Laura Kelly signed the COVID-19 Retail Storefront Property Tax Relief Program, which invests \$50.0 million to help small businesses recover from the COVID-19 pandemic. The program is open for application until April 15, 2023.

Business owners can learn more about the COVID-19 Retail Storefront Property Tax Relief Program, including eligibility, by visiting https://www.ksrevenue.gov/taxnotices/notice22-04.pdf.

An application for the relief program can be completed at https://www.kdor.ks.gov/Apps/Misc/PropTaxAssistance/StoreFront.
Applicants with questions about this program may contact the Department at (785) 368-8660 for assistance.

#### 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.







# **Equity and Opportunity**

# Businesses

According to research, eight out of 10 minority-owned businesses fail in their first 18 months. In combination with Network Kansas and Shawnee Startups, the GTP and its partners have created a set of financial tools that serve as a safety net offering support to minority-owned businesses. Below are the numbers through Quarters 3 and 4:

Funding	<b>Clients YTD</b>	Total
First Opportunity Fund	2	\$150,000
Empower Fund	5	\$78,500
Pitch Contest	4	\$34,000

## **Upcoming Events**

Athena Leadership Program

Women's Forum (Spring)

Women's Legislative Social

## **MWBD Hosts Initial Athena Programming**

GO Topeka's Office of Minority and Women Business Development (MWBD) hosted 30 women in December who showed interest in participating in the 2023 Becoming Athena Women's Leadership Program. The program is scheduled to officially kick off Feb. 7. Phelica Glass and Angel Glass will serve as program facilitators.





## MWBD Pitch Contest Winners Announced

Nine Topeka-area entrepreneurs showcased their talents and business concepts at a Minority and Women Business Development Pitch Contest held in early November by GO Topeka. Those nine participants were chosen from a pool of more than 30 entrepreneurs looking to stand up a new business or expand an existing enterprise. Of the nine selected, four business owners with winning ideas took home cash prizes totaling \$38,000. The winners were as follows:

- 1st place Yes! Athletics (\$15,000)
- 2nd place Sun Hero Magazine (\$10,000)
- 3rd place Taper Loc (\$8,000)
- 4th place Tender Loving Care Pet Nursing Hotel (\$5,000)





# Chief Equity & Opportunity Officer Co-Hosts Listening Session

In conjunction with several local clergy members, the GTP's chief equity and opportunity officer, Glenda Washington, co-hosted two Consolidated Plan listening sessions in November. The Consolidated Plan, a tool provided by the U.S. Department of Housing and Urban Development, is part of a larger grants management and planning process that can be divided into six phases: determining needs, setting priorities, determining resources, setting goals, administering the programs, and evaluating performance. It is also the resource and allocation document the City of Topeka uses to determine how to deploy its HUD funding. The goal of recent listening sessions was to educate citizens of the community about benefits of the Consolidated Plan and to gather additional input on anticipated needs and/or new projects that would bring positive impacts to the community.

### MWBD Hosts Holiday Pop-Up Shop

On Dec. 17, the Office of Minority and Woman Business Development (MWBD) hosted a Holiday PopUp Shop at the Hillcrest Community Center. The purpose of this event was to drive consumers to local micro small businesses. Thirty-five vendors displayed their products to more than 125 consumers

participating in the 5-hour event. Most of the businesses were less than three years old and have had some contact with GO Topeka's services.

Consumers: 125 Vendors: 35

# What are we working on?

## **Pitch Contest**

· Winners (4) - \$34,000

## Quarterly Outreach Efforts

- · 32 Client Outreach
- · ACCE Peer Presentation
- · 2 Panel Moderation Sessions

## **Women's Initiatives**

- · Fall Women's Forum (80)
- · Athena Orientation (21)

## **Loan Funds**

FundingCliets (4th Quarter)Pending (New clients)TotalFirst Opportunity Fund22 clients/\$145,000\$150,000Empower Fund5\$78,500





# **Forge Young Talent**

## 4th Quarter Programing

#### OCTOBER 13

Forge: VIP Tour - WIBW

#### OCTOBER 17

Soups & Ciders

#### OCTOBER 2

Rooftop Yoga

#### OCTOBER 26

Trick or Treat on the Trail

#### **NOVEMBER 8**

Vote, Dammit! Watch Party

### **Upcoming Events**

#### FERRUARY 3

Forge 101- Reconnect with Forge

#### FEBRUARY 13

Kansas Young Professionals Day at the Capitol

## Forge Leadership Selects 2023 Chair-Elect

During Forge's November board meeting, the Forge Leadership Team voted on the board's 2023 chairelect. Zac Surritt with R&S Maintenance was chosen to join the executive team and help lead Forge in our effort to make Topeka and Shawnee County a better place for young professionals to live, work, play, lead, and grow. Zac has served on the Leadership Board in 2022 as Chair of our Engage Committee, which is the civic engagement arm of Forge. Prior to his time with Forge, Zac graduated with a degree in Public Administration from Washburn University, served as Washburn's Student Body President, and was a member of the city council in his hometown of Meriden, Kansas. In addition to his involvement with

Forge, he is the Business Development Director for his family's business, R&S Maintenance, which has served Topeka and the surrounding area for 45+ years. Zac has a passion for public service and looks forward to working with others to create an environment for positive change in our community.



# **Workforce & Talent**



## 2022 Q4 Workforce Data

<b>Total Working</b>
<b>Age Population</b>

(16 YEARS AND OVER)

122,741

**TOPEKA** 

173,701

SHAWNEE COUNTY

KS 2,270,608 US 264,621,500

**Labor Force Participation** 

62,857

**TOPEKA** 

91,020

SHAWNEE COUNTY

KS 1,508,765 US 164,512,500

**Employment** 

60,966 TOPEKA

88,477 SHAWNEE COUNTY

KS 1,468,631 US 158,946,500

**Jobs** 

82,998 **TOPEKA** 

97,509 SHAWNEE COUNTY

KS 1,396,032 US 149,805,902

**Average** Wages

\$51,917

**TOPEKA** 

\$53,437

SHAWNEE COUNTY

KS \$55,426 US \$69,955

**Labor Force Participation** Rate

51.21% TOPEKA

**SHAWNEE** 52.4% COUNTY

KS 66.45% US 62.17%

**Employment-Population Ratio** 

49.67% TOPEKA

50.9%

**SHAWNEE** COUNTY

KS 64.68% US 60.07%

Unemployment Rate

3.0% TOPEKA

SHAWNEE 2.8% SHAWNE

15

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



# Choose Topeka Relocation Incentive

3,200+

CALLS IO DAIE
[FROM CANDIDATES & EMPLOYERS]

8,000+

SUBMISSIONS WITH RESUMES OR QUESTIONS

**73** 

1000+

REMOTE WORKER

SUBMISSIONS

26

EMPLOYER CANDIDATES REMOTE WORKERS
ACCEPTED, EQUALING ACCEPTED, EQUALING

\$384,250

IN MATCHING JEDO FUNDS COMMITTED

\$215,750

IN RELOCATION INCENTIVES

# ECONOMIC IMPACT ANALYSIS

99 CANDIDATES

\$86,738

26x

AVERAGE SALARY

RETURN ON INVESTMENT

\$600,000

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.

# **GO Topeka Staff**



CEO, Greater Topeka Partnership



President of Economic Development



Chief Equity & Opportunity Officer



VP of Entrepreneurship & Small Business



**SVP** of Innovation



Director, Business & Talent Initiatives



Executive Director of Forge Young Talent



Director of Business Development



Administrative Coordinator



Executive Coordinator



# 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

Jeff 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

Topeka Community Foundation

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 Sunf

Brittany Crabtree

Sarah Girard

Dr. Kevin Hahn Manny Herron

Linessa Frazier

Kevin Rake

Sunflower Association of Realtors

Topeka Collegiate

Central National Bank

Tri-Source Pharma

Haus Property Partners

Frazier USD 437 Rake 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

# go >topeka

A Greater Topeka Partnership Organization



