

CITY OF TOPEKA CONTRACT NO. 31646

**AGREEMENT FOR SERVICES**

This AGREEMENT is entered into this 14<sup>th</sup> day of JAN., 2002, by and between the GROWTH ORGANIZATION OF TOPEKA/SHAWNEE COUNTY, INC., a non-profit Kansas corporation (hereinafter referred to as "GO Topeka"), and THE CITY OF TOPEKA, KANSAS, a duly organized municipal corporation (hereinafter referred to as the "City").

WHEREAS, the City has agreed to grant \$800,000 in revenue in the 2002 program year to economic development; and,

WHEREAS, GO Topeka intends to provide a comprehensive program of economic development for Topeka and Shawnee County;

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS CONTAINED HEREIN, THE PARTIES AGREE AS FOLLOWS:

1. The City will grant Three Hundred Twenty-Five Thousand Dollars (\$325,000) in funds to GO Topeka as an initial payment on its grant for the 2002 program year. The funds will be for the purpose of providing economic development services as set forth or referred to in this Agreement, including research, target marketing, existing business and expansion, new business recruitment, minority business development, infrastructure development, site acquisition and development, incentive funds, workforce training and expansion, and other such activities deemed necessary and appropriate.

2. The parties mutually agree that no expenditures shall be made from these funds by GO Topeka except as specified in the budget submitted by GO Topeka

attached hereto as Attachment "A" and incorporated into this Agreement and any amendments of such budget approved by both parties as if fully set forth herein.

3. GO Topeka will provide to the City an annual program report and financial statement at the conclusion of the program year covered by this Agreement. The program report will provide detailed information regarding activities and program results based on GO Topeka Performance Measurements for 2002 submitted by GO Topeka attached hereto as Attachment "B" and incorporated into this Agreement as if fully set forth herein. The financial statement shall provide information on the use of all funds provided in accordance with this Agreement.

IN WITNESS WHEREOF, the City and GO Topeka have executed this Agreement.

Dated: JAN. 14, 2002

THE CITY OF TOPEKA, KANSAS



[Signature]  
Harry Felker, Mayor

ATTEST:

[Signature]  
Iris E. Walker, City Clerk

APPROVED AS TO FORM AND LEGALITY	
DATE <u>1/11/02</u>	BY <u>[Signature]</u>

Dated: JAN. 11, 2002

GROWTH ORGANIZATION OF  
TOPEKA/SHAWNEE COUNTY

[Signature]  
Douglas S. Kinsinger, President

**PROPOSED 2002 DETAIL GO TOPEKA BUDGET**

		Total	Explanation
Payroll Expense			Payroll includes three and one half current positions and four and one half new positions to be phased in during 2002. Business Retention and half time Small Business in March, Clerical in April, New Business Attraction and Research in June.
Salaries	\$380,642		
Benefits	101,363		
		\$482,005	
Utilities		4,600	
Telephone			
Southwestern Bell			
\$592.50 x 12	7,110		
Southwestern Bell - 5 In-house phones @ \$250	1,250		
Website hosting	630		
Internet provided (CJ Online) maintenance	630		
Cell Phones - Purchase 3 @ \$150 Service	1,974		
Misc.	200		
		11,794	
Office Maintenance			
Rug Cleaning	900		
Misc.	500		
Janitorial Services	7,896		
		9,296	
Machine Rental & Maintenance			
Copier	5,460		
Postage Machine	1,000		
Dynamic Supplies & Maintenance	1,700		
Meter Expense	400		
		8,560	

	Total	Explanation
<b>Insurance and Taxes</b>		
Directors & Officers	3,300	
Property Taxes	525	
Property Taxes (Equipment (3) Computers	650	
Liability Insurance Coverage (Auto, Building, Equipment)	3,300	
Workers Comp.	1,500	
	9,275	
<b>Rent</b>		
	46,670	
<b>Accounting &amp; Data Processing</b>		
MAS 90 \$ 400	2,300	
Compass \$ 900		
Mize Houser \$1,000		
<b>Audit</b>	12,500	
<b>Contractual Services</b>	25,000	
Misc.	400	
	40,200	
<b>Capital Expenditures</b>		
Upgrade Computer System	25,000	
Projector & Camera	7,500	
5 computers/equipment @ \$5,000 ea.	26,500	
Color printer		
Digital filing system	2,500	
ISDN	694	
Telephone System Upgrade	10,000	
Office Upgrade (Business Marketing Center)	10,000	
Office Furniture	20,000	
Misc.	5,000	
	107,194	

		Total	Explanation
Car & Travel		25,692	
Car Lease, Maintenance, Gas, Mileage, Parking, K-Tag			
Professional Dues & Meeting Expense			
Dues:			
IEDC/Certification Renewal	670		
Kansas Cavalry (2)	400		
Kansas Cavalry (1)	200		
KIDA 3 @ \$50	150		
KIDA 3 @ \$50	150		
Local Realtor CID Group	120		
Top of the Tower	600		
KCOE 3 @ \$50	150		
KCOE 3 @ \$50	150		
IDRC	600		
Meetings:			
5 Professional Meetings	10,000		
Downtown Topeka (2)	120		
Downtown Topeka (1)	60		
KIDA 3 @ \$300	900		
KIDA 3 @ \$300	900		
Kansas Cavalry (2) @ \$150	300		
Kansas Cavalry (1) @ \$150	150		
Others	1,800		
		17,420	
Legal Services			
Legal Services		6,000	
Printing & Printing Supplies			
Printing & Printing Supplies			
Letterhead			
Paper/Business Cards			
Invitations			
Misc.		6,000	

		Total	Explanation
Postage		10,000	
Supplies			
Checks			
Office Supplies			
Misc.		7,500	
Prospect Packets & Services			
Van Rentals			
Photos			
Federal Express			
Binders			
Presentations, Give-aways			
Hotel Rooms for guests			
Misc.			
		10,000	
Advertising		125,000	Flexibility needed in line item pending results of study.
Marketing/Promotions/Brochures			
Marketing Campaign (Campaign/Booth, etc)	50,000		
DCI \$10,000 x 6 mo.	60,000		Flexibility needed in line item pending results of study.
Video	28,000		
MTAA Marketing	25,000		Flexibility needed in line item pending results of study.
Market Existing Properties	30,000		Flexibility needed in line item pending results of study.
Website Development	5,000		

		Total	Explanation
Brochures/Promotional Pieces			
Manufacturers Directory	1,500		
Lifestyles	15,000		
Incentive Brochure	2,000		
Newsletter (3 times per year)	12,000		
One-Stop Brochure	1,500		
Telecommunication Network	1,500		
Overruns of newsletter for newspaper	10,000		
Upgrades investor's guides	500		
Marketing Fliers	1,000	243,000	
<b>Professional Services</b>			
Targeted Industry Study and Site Evaluation	150,000		
Under-employed Survey	20,000		
Cost Benefit Analysis	5,000		
Electronic Workforce Recruitment	10,000		
Misc.	5,000	190,000	
<b>Real Estate Options</b>		100,000	
<b>Subscriptions</b>			
Topeka Metro News	50		
Growth Strategies	100		
Business Week	55		
Wichita Business Journal	100		
KC Business Journal	100		
Kansas City Star	175		
USA Today	130		
Polk Directory	240		
Building Permits	150		
Inside E.D.	99		
City Clerk's Office	1,000		
Kiplinger Letter	80		
Others	721	3,000	

		Total	Explanation
<b>Contingencies/Other</b>			
Small Business Awards			
Misc. Luncheons			
Board Orientation			
Contingencies /Computer Training			
		25,500	
<b>Incentives</b>			
		303,646	
<b>Research</b>			
Travel 100 mi. mo. x 12 x .345		414	
<b>Business Retention</b>			
<b>Travel</b>			
In-town 600 x .345 x 12	2,484		
2 out of town corp. visits \$1,500 x 2	3,000		
Existing Industry Recognition Program	2,000		
Year- end econ. competitive issues forum	2,000		
Professional Training	1,500		
Meeting Expense	1,500		
Survey	300		
Cell Phone Service @ \$40 mo. x 12	480		
		13,264	
<b>Small Business/Minority Business</b>			
<b>Travel</b>			
Professional Training	1,500		
	750		
Committee Meeting Expense	800		
Promotional Brochures	3,000		
Cell Phone Service @ \$40 month	480		
		6,530	



New Business Attraction		Total	Explanation
Prospect Trips/Entertainment <ul style="list-style-type: none"> <li>• Four targeted trade shows @ \$4,000</li> <li>• Local tours 2 @ \$15,000</li> <li>• Host 2 events at IDRC with KDOCH</li> <li>• Mission trips 2 @ \$15,000</li> </ul>	8,000  30,000 5,000 30,000		
Travel - mileage	2,500		
Professional Training	1,500		
Forums 1 @ \$2,000	2,000		
Committee Meeting Expense	1,500		
Cell Phone Service @ \$50 mo.	600		
<b>Workforce Development</b>		81,100	
Develop Survey/Apply WorkKeys Scores	6,500		
Assess School Skills with WorkKeys	3,500		
Develop marketing plan and video to reach parents, teachers and students for skilled technical training	10,000		
Implement marketing plan to fill unfilled jobs for manufacturing, health care & communications	27,000		
Workforce recognition function	800		
Travel expenses and conferences	3,000		
Cell Phone \$45 x 12	540		
<b>Government Relations</b>		51,340	
Retain Consultant	50,000		
Four trips to Washington, DC	5,000		
		55,000	
<b>TOTAL GO TOPEKA BUDGET</b>		\$2,000,000	
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**PROPOSED**

***2002 STRATEGIC PLAN***

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## GO TOPEKA

### 2002 Strategic Plan

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## *Mission Statement*

The purpose of GO Topeka is to develop, promote, and initiate activities that transform Topeka/Shawnee County into a world class community of choice creating prosperity for business, labor, and management.

## *Introduction*

The following proposed plan from GO Topeka represents a proactive and strategic approach to the programs, policies, and projects of this two-year-old organization. The intent is to set the strategic direction of our organization and to accomplish our public/private partnership-driven, results-oriented mission. Focused on growing our economic base, this proposed plan will benefit and affect all local businesses and the community at large.

This proposed plan was developed in consonance between board and committee chairpersons and members, staff members, elected officials, and others interested in economic development in our community. Focus groups, a staff retreat, surveys, and the October 2001 board retreat generated information included in this proposed plan.

Beginning with the *Topeka/Shawnee County Economic Development Plan: A Strategic Vision for the 21<sup>st</sup> Century* as a foundation, this proposed plan identifies key strategies and action steps that the GO Topeka staff, board members and committees will address during 2002. The action steps, strategies, and goals are in accordance with the mission of our organization.

This plan is based upon our current knowledge, but is intended to be a living document. As our community evolves, or global economic conditions change, we will update this document as needed, but at the minimum on an annual basis.

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**GO Topeka**  
**Performance Measurements for 2002**

1. 250 new jobs in which we have demonstrated involvement in their project.
2. \$12,000,000 in new investment.
3. Create new jobs with average wages equal to or greater than 80% of the current Shawnee County average wage of \$15.15.
4. Conduct 150 business retention/expansion calls on existing business with a focus on seeing 40 of our top 50 major employers.
5. Prepare plan for site development for either existing sites or potential acquisitions and development of greenfield site.

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## GO Topeka Major Organization Development Milestones for 2002

### ““Developing the Infrastructure for an Economic Development Marketing Machine””

<u>DATES</u>	<u>ACTIVITIES</u>
January 2000	Approve contract for space needs for 2002 at GO Topeka Executive Committee Meeting
January 2002	Initiate research into sample incentive policies
February 1, 2002	Selection of vendor for computer network and data center upgrade from Request for Proposal
February 15, 2002	Initiate recruitment process for Business Retention/Expansion Manager and Small and Minority Business Development Manager
February 15, 2002	Initiate RFP for ad agency selection
March 1, 2002	Take occupancy of new and/or increased space
March 15, 2001	Initiate hiring process for clerical support person
March-April, 2002	Complete network upgrades and computer system enhancements
April 5, 2002	Select advertising agency
April 2002	Mid-term project narrowing of six reviewed targets to three target markets by Wadley Donovan consulting project
May 2002	Receive first target industry report from Wadley Donovan consultant
May 1, 2002	Initiate recruitment process for New Business Attraction Vice President and Research Associate
May 2002	Request advertising agency to develop marketing campaign for first target
June 2002	Initiate first advertising/marketing program for first target industry

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**DEPARTMENT: BUSINESS RETENTION  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

*Mission: To promote the retention and expansion of quality jobs that will support households in our community.*

<b>GOALS</b>	<b>STRATEGIES</b>	<b>ACTION PLAN</b>	<b>PERFORMANCE MEASUREMENTS</b>	<b>RESP PARTY</b>
Create a strategic system for the retention and expansion of family sustaining jobs.	Hire a full-time business retention and expansion person. Develop an in-depth plan that will assist in the identification of companies at risk and companies that have the potential to grow.	Create a questionnaire that identifies the strengths and weaknesses of the existing companies and their potential for growth. Identify company problems and take immediate action to resolve.	Questionnaire will be developed in second quarter	Econ. Dev. VP and Staff
		Make 150 visits per year including the top 50 major employers. Use ACT contact file for recording visits and data. Evaluate visits in May/June by government and business leaders.	Visits completed by end of fourth quarter. List how many companies were identified at risk.	Staff
		Analyze the discovered data and research the financial strength of the industry and its potential for growth.	How many companies needed visits for retention?	Staff
		Travel to the home offices of companies to help local managers improve their position for future growth.	Track how many companies required home office visits.	
	Improve the training opportunities for growth companies.	Offer matching funds for training that improves the employee's wages to county average or better.	Keep a running total of the new jobs; wages and the training dollars spent.	Econ. Dev. VP and Staff
	Improve the communication with existing industry on available incentives, training funds and any other information needed for their success.	Diplomats to help make additional visits on small business.	Committee created by second quarter	Econ. Dev. VP and Staff

**DEPARTMENT: BUSINESS RETENTION  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

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GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
		Once a year mail and update on current incentives and any changes in the laws that might affect their business. Ask for feedback on concerns they have about doing business in Topeka.	Complete by third quarter	Staff
	Identify recurring problems as perceived by multiple employers.	Track answers on problems from questionnaires and feedback from other sources. Notify proper authorities as soon as possible and track the reaction to solving the problem. Notify the employer about action taken to solve the problem when possible.	Summarize identified problems and their solutions by year-end.	Econ. Dev. VP and Staff
		After problems are identified, highlight them and use them for action and discussion at forums.		
	Create increased awareness of local and state incentives.	Conduct informational meetings on available local and state incentives.		Econ. Dev. VP and Staff
	Recognize local area businesses for their contributions to the local economy.	Conduct yearly recognition program.	Event held in second quarter	Econ. Dev. VP, Pub. Rel. VP, Staff
		Highlight accomplishments in newsletter		Pub. Rel. VP



**DEPARTMENT: ECONOMIC DEVELOPMENT  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

*Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.*

<b>GOALS</b>	<b>STRATEGIES</b>	<b>ACTION PLAN</b>	<b>PERFORMANCE MEASUREMENTS</b>	<b>RESP PARTY</b>
<p>Increase employment base with emphasis on jobs which can sustain a household</p>	<p>Conduct a targeted industry study with emphasis on higher than average wage jobs identifying those companies best suited for our region's resources</p>	<p>Engage the services of a national site consultant firm to conduct the targeted industry study as well as a marketing strategy. Study to encompass an analysis of labor market, transportation-logistics, sites/buildings, utilities, business support services raw material base, incentives, quality of life issues, etc.</p>	<p>Three target markets will be identified accompanied with succinct summary reports as to the factors that make the area distinctive as a location for the industry. (Sept. 2007)</p>	<p>President will engage services of national consulting firm. President, Econ. Dev. VP, staff and Targeted Industry Committee will provide support to firm.</p>
			<p>Identification of fifty corporate prospects for each of the three target industries that are likely to be locationally active over the near term. (Sept. 2002)</p>	<p>National consulting firm.</p>
	<p>Develop a long-range marketing plan focusing on those targeted businesses (identified from targeted study) with higher than average wages in order to aggressively promote the Topoka/Shawnee County area as a premiere location for business and industry.</p>	<p>Implement target marketing campaign through print media and direct mail to include general image building/awareness and target market recognition.</p>	<p>Maintain records on number and quality of responses to media and direct mail campaign to analyze effectiveness.</p>	<p>Econ. Dev. VP, Pub. Rel. VP, Staff</p>
			<p>Create a minimum of 250 new jobs with capital investment exceeding \$12mm.</p>	<p>Pres., Econ. Dev. VP, and Staff</p>

**DEPARTMENT: ECONOMIC DEVELOPMENT**  
**2002-2007 STRATEGIC PLAN**  
**2002 Business Plan**

**Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.**

GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
	Develop policies and procedures inclusive of performance measures for utilization of incentive funds for new and expanding businesses.	Research how other successful communities have developed the use of incentive funds.	Establish task force to research, evaluate and establish policies for potential incentive offerings.	Staff and Incentive Development Task Force
	Identify workforce availability.	Identify underemployed.	Completion of study by year end.	Econ. Dev. VP and Consulting Firm
		Analyze potential draw for workforce	Completion by second quarter.	Staff
		Identify current commuting patterns.	Completion by second quarter.	Staff
	Capitalize on area's state of the art, world class information highway system.	Establish task force of local telecommunication experts to layout existing infrastructure and decide how best to promote.	Marketing material completed based upon findings.	Econ. Dev. VP and Staff
	Increase new prospect leads.	Conduct two or more targeted business development missions throughout the U.S. with staff, community leaders and elected officials.	Completion of two or more development missions.	Pres., Econ. Dev. VP, Staff
		Conduct personal one-on-one site selection visits with consultants, corporate real estate executives, developers, as well as business location prospects.	A minimum of forty new contacts each year with corporate real estate executives, site consultants and developers.	Pres., Econ. Dept. VP
		Participate in four targeted industry specific trade shows.	Maintain records on number of contacts and potential leads.	Pres., Econ. Dev. VP, Staff
		Participate with KDOCH in hosting one or more events at IDRC World Congress.	IDRC scheduled for May 2002 & November 2002	Econ. Dept. VP, Staff

**DEPARTMENT: ECONOMIC DEVELOPMENT  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

*Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.*

GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
		Host local community tours and visits including potential sites and buildings with business representatives, site consultants, developers, and brokers.	A minimum of two per year.	Pres., Econ. Dev. VP, Staff
	Increase internal capabilities to promote and sell the community and leverage opportunities in order to increase our overall effectiveness at creating higher paying jobs.	Make continuous improvements to web site for accessibility, communication of purpose, ease of navigation, links, and visual impact.	Regularly monitor increase or decrease.	Econ. Dev. VP, Pub. Rel. VP, and advertising agency
		Build a strong database (economic and demographic statistics, cost of living, etc.) to be accessed online or hard copy.	Ongoing	Staff, Pub. Rel. VP
		Strengthen ongoing relationships with area economic development allies.	Meet quarterly	Pres., Econ. Dev. VP, Staff
		Conduct economic development forums. (Topics such as top priorities as identified from business retention and expansion program, current issues, activity updates, business outlook, etc.)	Two per year	Pres. Econ. Dev. VP
		Develop a format to highlight major activities and successes of GO Topeka.	Prepare and disseminate on semi-annual basis	Econ. Dev. VP, Pub. Rel. VP

**DEPARTMENT: ECONOMIC DEVELOPMENT  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

*Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.*

GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
		Enhance capabilities for prospect presentations, custom proposal capabilities as well as the development of collateral materials. Maintain data on available buildings and sites via website.	Ongoing	Econ. Dev. VP, Pub. Rel. VP
		Complete implementation of ACT (Client Tracking System)	Update monthly with assistance from brokers Fully operational by end of first quarter	Staff Staff
	Increase the availability of industrial and commercial sites to market to new and expanding businesses.	Work with MTAA to develop Forbes to its highest and best use. Coordinate efforts to develop marketing strategies to identify target businesses and sectors, which could benefit from locating on airport property.	Strategic marketing plan developed by second quarter.  Locate one new industry by year end.	MTAA, Pres., Econ. Dev. VP, Staff
		Develop a proactive program in marketing existing properties such as the Kanza Business Park, Menninger's property, along with other commercial and industrial property.	Program developed by third quarter.	Econ. Dev. VP, developers, Staff
		Identify sites, which have potential for medium to large scale development and obtain cost estimates and prepare timetables as to development.	Sites and estimated development costs identified by fourth quarter.	Econ. Dev. VP, Staff, Site Committee

**DEPARTMENT: ECONOMIC DEVELOPMENT**  
**2002-2007 STRATEGIC PLAN**  
**2002 Business Plan**

*Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.*

GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
		Evaluate need to acquire options on key properties to hold in trust for future development opportunities.	Upon review of recommendations from Site Committee and Board	GO Topeka Board
		Work with developers on a spec building of 50,000 sq. ft. or greater.		Staff
	Positively influence the Topeka/Shawnee County Comprehensive Plan.	Focus on areas of comprehensive plan as directed by leadership.	Ongoing	Govt. Relations VP, with input from Econ. Dev. VP
<b>Broaden and diversify economic base.</b>	Support, promote, sponsor, coordinate and develop programs to improve the talent pool, available financing, business environment, and entrepreneurship spirit in order to develop new employers and grow small businesses in Topeka and Shawnee County.	Identify and evaluate existing programs which can be of assistance to small business such as new start-ups, women and minority owned businesses, entrepreneurs.	Completed second quarter	Small Business Committee, Staff
		Establish a micro loan program to assist small businesses.	Establish program	Staff, Small Business Committee
		Establish a one-stop clearinghouse for new and expanding small businesses.		Staff
		Create networking opportunities: SBDC, Wakarusa Valley Development Corp., Topeka/Shawnee County CDC Chamber, GO Topeka, KTEC, etc.	Host quarterly meetings	Staff, Small Business Committee
		Identify start up capital, seed money and/or capital for high-risk ventures	Completed by second quarter	Small Business Committee, Staff

**DEPARTMENT: ECONOMIC DEVELOPMENT  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

*Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.*

GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
		Establish a process for incubating small business.		Small Business Committee
		Investigate the establishment of an entrepreneurship scholarship, internship program and or mentor program.		Small Business Committee and Staff
		Reactivate a Small Business Committee		Staff
	Promote business development with a focus on minority and women owned businesses.	Establish micro loan program specifically for minority and women owned businesses	Establish program, procedures	Staff
		Provide assistance by providing information and referrals such as the DBE Program administered through the Kansas Department of Commerce & Housing.	Ongoing	Staff
<b>Develop enablers to economic growth</b>	Build alliance between business individuals, higher education and government dedicated to building competitive advantage for regional businesses and sparking innovation.	Identify key individuals and establish an open dialogue among key industries and local and nearby universities.	Second quarter	President
		Link area business entrepreneurs with local and regional resources for technical and innovation assistance such as the Manufacturing and Technology Enterprise Corp., University Centers for Excellence, KTEC, Washburn University, Chamber, and others.	Ongoing	Staff

**DEPARTMENT: ECONOMIC DEVELOPMENT  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

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GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
	<p>Maintain high level of public/private support for economic development. Build consensus support and organizational strength.</p>	<p>Set up speaking engagements at civic organizations, NIA's professional groups, etc.</p>	<p>Minimum of two per month</p>	<p>President and Staff</p>
<p><b>Create an environment for organizational excellence and opportunities for leadership development and cooperation.</b></p>	<p>Establish GO Topeka as the leading economic development organization in the Topeka/Shawnee County area. Offices will be the first stop and "GO TO" organization for new and expanding businesses</p>	<p>Develop a marketing brochure encouraging businesses to utilize the services of GO Topeka.</p>	<p>Completion by third quarter</p>	<p>GO Topeka, Staff</p>
		<p>Create positive image and identity for Topeka/Shawnee County (locally and nationally).</p>	<p>Develop RFP during second quarter for selection of advertising agency. Explore cooperation among marketing allies such as DTI, Convention &amp; Visitors Bureau, MTAA and others.</p>	<p>President, Pub. Rel. VP</p>
		<p>Establish an economic development roundtable of area plant managers and CEO's.</p>	<p>Meet twice a year.</p>	<p>Staff</p>
	<p>Participate in profession economic development organizations (i.e. IDRC, KIDA, etc.) to further strategic plan.</p>		<p>Attend minimum of three professional meetings</p>	<p>Pres., Econ. Dev. VP, Staff</p>

**DEPARTMENT: ECONOMIC DEVELOPMENT  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

*Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.*

GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
		Process industrial revenue bond and economic development exemption applications.	Process applications as needed.	Staff
		Create environment for high tech marketing presentations	Anticipated completion 2002	Pres., Econ. Dev. VP, Pub. Rel. VP
	Engage emerging leadership in the economic development process.	Encourage involvement from Leadership Greater Topeka graduates in economic development committee.	Conduct a presentation to the Leadership Greater Topeka class on economic development activities.	Staff, Pub. Rel. VP
	Leverage intellectual capital of area and nearby educational institutions.	Encourage establishment of Information Technology Task Force, comprised of representatives from colleges/universities and information tech based companies.	Establish committee	President and Econ Dev. VP, Pub. Rel. VP
		Identify initiatives that can be presented to national media publications in an effort to recruit more information technical based companies.		Pub. Rel. VP, and Econ. Dev. VP
Improve area's export expertise and ability to attract foreign investment	Identify, develop and promote international trade and investment.	Attend International Policy Committee meetings		Pres., Staff



**DEPARTMENT: ECONOMIC DEVELOPMENT  
2002-2007 STRATEGIC PLAN  
2002 Business Plan**

*Mission: Create new jobs by assisting existing businesses with local expansions and recruiting new business and industry.*

GOALS	STRATEGIES	ACTION PLAN	PERFORMANCE MEASUREMENTS	RESP PARTY
Secure federal resources to further economic development goals.	Enhance federal support for local economic development & priority community projects.	<p>Increase participation with International Trade Division of KDOCH to develop trade and investments.</p> <p>Retain Washington consulting firm to assist in acquiring federal funding.</p>	<p>Additional federal dollars are generated for economic development and community priorities &amp; federal operations are positioned to not loose any current employment base.</p>	<p>President and Staff</p> <p>Econ. Dev. VP and Govt. Relations VP</p>
		Up to four trips to Washington, DC to meet with consultants and/or communicate with members of Congress and other federal departments.		