

JEDO Board Minutes – November 26, 2007

THE GREATER TOPEKA CHAMBER OF COMMERCE BOARD ROOM, Topeka, Kansas, Monday, November 26, 2007. The Joint Economic Development Organization (JEDO) Board Members met at 3:00 P.M., with the following Board Members present: Shawnee County Commissioners: Shelly Buhler, Vic Miller, and Ted Ensley; City of Topeka Councilmembers: Bill Haynes, Brett Blackburn and Richard Harmon; and City of Topeka Mayor Bill Bunten -7.

City of Topeka Mayor Bill Bunten called the meeting to order.

THE AGENDA was presented as follows:

MINUTES of the JEDO Board meeting of May 30, 2007 were presented.

Councilmember Harmon moved to approve the minutes of the meeting of May 30, 2007.

The motion seconded by Councilmember Haynes carried unanimously. (7-0-0)

FY 2008 FEDERAL FUNDING PRIORITIES were presented.

Paul Hirsch, Madison Government Affairs stated that they work in conjunction with JEDO and GO Topeka on projects that would help the community grow and prosper. He discussed the following projects for FY 2008:

- Kansas River Development Master Plan/Design and the Great Overland Station Property Acquisition
- I-70 Downtown Viaduct Replacement Planning
- South Topeka Sewer & Water Infrastructure
- Squadron Operations Complex Replacement
- Topeka Constitution Hall Interior Restoration

Mayor Bunten asked if the Burlington Northern Santa Fe Project would be funded through federal grants.

Paul Hirsch referenced the federal bill that would enable the development of hydrogen fuel cell locomotives. He stated that if the bill passed, more production of the fuel cell locomotive could be implemented in Topeka.

Doug Kinsinger, Greater Topeka Chamber of Commerce stated that a hydrogen fuel cell locomotive model is currently being built and is scheduled to be tested within the next year to determine if it contains sufficient horsepower to power locomotives. He also stated that the locomotive shops located in Topeka have the capacity to build the new locomotive, and are open to the new process.

Paul Hirsch reported that they plan to pursue the following projects for FY 2009 and noted that each project would utilize a different federal funding source:

- Kansas River Development Master Plan/Design and the Great Overland Station Property Acquisition
- I-70 Downtown Viaduct Replacement Planning
- South Topeka Sewer & Water Infrastructure
- Topeka Constitution Hall Interior Restoration
- Emergency Medical Systems
- Kansas Children's Discovery Center

Commissioner Miller questioned why the Emergency Medical Systems (EMS) Project was included on the list, and how the project would contribute to the growth of the Topeka-Shawnee County area.

Paul Hirsch stated that they anticipate that the EMS Project would attract similar contracts to the area. He also stated that the equipment for the EMS Project would be funded through the Federal Defense Operations and Maintenance Budget.

Doug Kinsinger stated that the Kansas National Guard 190th Division requested financial assistance with operational costs of the project. He also stated that there is a strong possibility that the Kansas National Guard Adjutant General has prioritized the Smoky Hills Mission Project as a priority for additional funding which might compete with the EMS project.

Councilmember Blackburn requested that in the future the list include larger scale projects.

Doug Kinsinger stated that congressional delegates are obligated to distribute funds throughout their district.

Mayor Bunten asked Mr. Hirsch if they assist Senators and Representatives of Congress in promoting approval of projects.

Paul Hirsch stated that they develop information on the projects and make sure the projects are competitive with other projects submitted to the State.

Commissioner Miller noted that the EMS Project was not included on last year's list. He asked who initiated the effort to include the project on the list.

Paul Hirsch stated that the project was initiated by Congresswoman Nancy Boyda in response to a request made by the Kansas National Guard 190th Division.

Commissioner Ensley moved to amend the FY 2009 Federal Priorities by omitting the Emergency Medical Systems Project, and approve the FY 2009 Federal Priorities as amended. The motion seconded by Commissioner Miller carried. (5-2-0)

2008 ECONOMIC DEVELOPMENT PRIORITIES AND STRATEGIC PLAN was presented.

Andy Jetter, Development Council Vice Chairman stated that the following topics of the plan were discussed: *(See Attachment A for a complete copy of the plan)*

- GO Topeka's 2008 Performance Measurements including new jobs; increasing capital investment; working closely with local area business and industry; training programs and seminars for small businesses; and focusing efforts on the growth of the bioscience industry.
- 2008 Business Plan relating to new business recruitment by increasing the employment base and providing increased business opportunities; develop enablers to economic growth; create an environment for organizational excellence and opportunities for leadership development and cooperation; develop opportunities to enhance the image and identity of Topeka-Shawnee County; improve export expertise and ability to attract foreign investment; secure additional resources to further Great Topeka Chamber of Commerce and GO Topeka organizational goals; and further enhance local support for economic development programs.

Commissioner Miller noted that the bioscience industry should be listed under “Strategic Plan,” instead of “Performance Measurement.” He asked if the bioscience industry would be considered a target industry.

Doug Kinsinger reported that St. Francis Hospital plans to relocate to Menninger Hill creating an excellent opportunity for targeting the bioscience industry.

Commissioner Miller moved to amend the 2008 Economic Development Priorities and Strategic Plan by listing the bioscience industry under “Strategic Plan,” instead of “Performance Measurement;” and approve the 2008 Economic Development Priorities and Strategic Plan as amended. The motion seconded by Councilmember Harmon carried unanimously. (7-0-0)

THE TOPEKA COMMUNITY FOUNDATION VISIONING PROJECT was presented.

Mayor Buntin noted that Shawnee County requested \$30,000 of Economic Development Sales Tax funds to pledge to the Topeka Community Visioning Project. He asked if the City of Topeka should make the same request.

Councilmember Blackburn stated that a resolution has been drafted to reserve the funds for the City.

Mayor Buntin asked if the \$60,000 expenditure would be paid for through JEDO or GO Topeka funds.

Commissioner Miller stated that the GO Topeka Board of Directors declined the expenditure by a vote of 9-7-0, and Shawnee County subsequently approved funding contingent on availability of Economic Development Sales Tax funds.

Commissioner Miller moved to allocate \$30,000 to the City of Topeka, and \$30,000 to Shawnee County to be pledged to the Topeka Community Foundation Visioning Project and paid for through JEDO funds. The motion was seconded by Commissioner Buhler.

Councilmember Haynes questioned if the project fits the criteria of receiving Economic Development Sales Tax funding.

Commissioner Miller stated that the project would contribute to the economic development of the Topeka-Shawnee County area by improving quality of life.

The motion to allocate \$30,000 to the City of Topeka, and \$30,000 to Shawnee County to be pledged to the Topeka Community Foundation Visioning Project and paid for through JEDO funds carried. Councilmembers Haynes and Harmon voted “no.” (5-2-0)

IMPROVEMENTS FOR CENTRAL CROSSING COMMERCE PARK were presented.

Kathy Moellenberndt, Greater Topeka Chamber of Commerce stated that the improvements to the Central Crossing Commerce Park would include the SW Wenger Drive Extension Project and the SW 53rd Street Gas Line Relocation Project.

Kathy Moellenberndt reported that the cost of extending SW Wenger Drive 1,860 feet was \$897,000. She stated that GO Topeka has recommended that SW Wenger Drive be extended an additional 800 feet to the SW 49th Street Intersection. She requested that the project budget be increased up to \$500,000 to provide for the construction of an additional 800 feet of road.

Commissioner Miller asked if the \$500,000 would be allocated from the 2008 Incentives and Site Expenditures budget.

Doug Kinsinger confirmed that the funds would be allocated from the 2008 Incentives and Site Expenditures budget. He noted that the project would begin in the spring season of 2008.

Councilmember Blackburn asked if the funds could be placed in a reserve account until the project starts. He also expressed concern with the commercial space being occupied and extension of the road restricting future development of the area.

Doug Kinsinger stated that if the funds are not used, the HUD grants would be lost. He also stated that the contractor would only honor the initial price quote for a defined period.

Mayor Bunten moved to allocate \$500,000 from the 2008 Incentives and Site Expenditures budget to complete the SW Wenger Drive Extension Project to the SW 49th Street Intersection. The motion seconded by Commissioner Ensley carried. Councilmembers Harmon and Blackburn voted "no." (5-2-0)

Kathy Moellenberndt gave a brief overview of the SW 53rd Street Gas Line Relocation Project. She stated that Kansas Gas Service would not allow any type of structure to be built over the gas line, preventing the development of 30 acres. She also reported that Kansas Gas Service estimated the total project cost high, to cover any unexpected expenses. She stated that the original approved project budget was \$330,000 and an additional \$225,000 would be needed to complete the project.

The Board members asked the following questions:

1. Where would the gas line be relocated?
2. When do they anticipate receiving a commitment from the prospective developer; and would there be an advantage to beginning the project prior to receiving a commitment?
3. How long would it take to complete the gas line relocation project?
4. How many acres would the prospective developer need for the project?
5. What is the current asking price for the property?

In response to the questions, Kathy Moellenberndt and Doug Kinsinger stated that the gas line would be relocated further south along the property line; they anticipate an answer from the prospective developer in the next few weeks and the developer would then plan to begin construction in March of 2008; the construction of the gas line (after completion of engineering and design) is estimated to be completed within six weeks weather permitting; the development would require approximately 50 acres for one project and approximately 100 acres for another; and the asking price for the property is \$30,000 to \$40,000 per acre.

Councilmember Blackburn expressed concern with approving the funds prior to receiving a commitment from the developer.

Doug Kinsinger encouraged the Board to approve the additional funding. He stated that there is high probability that the 30 acres would remain unused because most companies need at least 50 acres to expand.

Commissioner Ensley moved to allocate \$225,000 from the Site Infrastructure Balance budget to be used for the SW 53rd Street Gas Line Relocation Project. The motion seconded by Councilmember Haynes carried. Commissioner Miller and Councilmember Blackburn voted "no." (5-2-0)

Commissioner Miller stated that agenda item 7, the GO Topeka Contract renewal should be considered before agenda item 6, the 2008 GO Topeka Proposed Annual Budget.

Upon hearing no objections, Mayor Bunten stated that agenda item 7 would be considered before agenda item 6.

Brenden Long, City Attorney noted that the terms of the 2008 GO Topeka agreement for services would remain the same as the 2007 service agreement.

THE GO TOPEKA CONTRACT renewal for services was presented.

Councilmember Harmon moved to approve the renewal of the GO Topeka Contract. The motion died due to a lack of a second.

Commissioner Miller questioned if the 2008 GO Topeka Proposed Annual Budget should be amended to reflect the allocation of \$560,000 from the Incentives and Site Expenditures budget for the SW Wenger Drive Extension Project and the pledge to the Topeka Community Foundation Visioning Project prior to the contract being approved.

Doug Kinsinger, Greater Topeka Chamber of Commerce stated that the amendment could be made at this time, or later when the budget would be discussed.

Commissioner Miller moved to amend the 2008 GO Topeka Proposed Annual Budget by allocating \$60,000 to the Topeka Community Foundation Visioning Project, and \$500,000 to the SW Wenger Drive Extension Project from the Incentives and Site Expenditures budget. The motion seconded by Councilmember Blackburn carried unanimously. (7-0-0)

Commissioner Miller questioned the Board's role in the approval process relating to the allocation of funds after a project has been approved.

Doug Kinsinger stated that approval was necessary because the project would require funding commitments that extend beyond a one-year term agreement.

Commissioner Miller moved to approve the renewal of the 2008 GO Topeka Contract. The motion was seconded by Commissioner Ensley.

Councilmember Blackburn asked if GO Topeka was the only company within the city specializing in economic development.

Doug Kinsinger stated that GO Topeka is the only company in the area that offers expertise in economic development.

The motion to approve the renewal of the 2008 GO Topeka Contract carried unanimously. (7-0-0)

THE 2008 GO TOPEKA PROPOSED ANNUAL BUDGET was presented.

Brad Owen, Mize Houser & Company stated that the total revenues over operating expenses were less in 2008 than in 2007. He reported that the 2008 Proposed Annual Budget includes salaries and benefits based on four FTE's totaling \$250,168. He also stated that the Disadvantaged Business Enterprises fund amount exceeds 10% of budgeted revenues which would be charged against any remaining carryover funds. He continued to explain that the 2008 Annual Budget reflects an additional position for marketing initiatives; and the Incentives and

Site Expenditures anticipated 2008 expenditures on current commitment funds include the \$500,000 for the SW Wenger Drive Extension Project.

Doug Kinsinger stated that GO Topeka typically pays for commitments over a five-year period. He expressed the importance of the process and how it allows them to remain competitive, as well as, move forward on potential area properties that could provide for economic development.

Councilmember Blackburn asked if it would be feasible to cut salary expenses by 10% and apply the amount to the Business Retention budget.

Brenden Long, City Attorney stated that an approved 2008 GO Topeka Annual Budget must be attached before the contract can be fully executed. He also noted that expenditures cannot exceed the amount approved for any line item once the budget is approved.

Councilmember Blackburn moved to amend the 2008 GO Topeka Proposed Annual Budget by reducing the total Staffing fund by 10% or \$66,402 and transfer that amount to the Business Retention fund. The motion was seconded by Commissioner Miller.

Doug Kinsinger expressed the importance of filling the vacancies of one research position, and two intern positions due to the increase of proposals they have recently received. He noted that the Business Retention budget is primarily used for the expansion of businesses already located in the Topeka and Shawnee County area.

Councilmember Haynes stated that he would oppose the motion and believes the Board should rely on the opinions of the people managing the funds.

Commissioner Miller stated that if they reduce the total Staffing fund by 10% it would still reflect an increase of 13% in 2008.

The motion to amend the 2008 GO Topeka Proposed Annual Budget by reducing the total Staffing fund by 10% or \$66,402 and transferring that amount to the Business Retention

fund failed. Commissioners Buhler and Ensley; Councilmembers Harmon and Haynes; and Mayor Bunten voted “no.” (2-5-0)

Commissioner Miller asked if the Research fund would exclusively fund the implementation of the Geographic Information Systems.

Brad Owen stated that \$30,000 of the \$50,200 would be allocated for the implementation.

Commissioner Miller expressed concern with the excess amount, and how it would be used.

Councilmember Blackburn moved to reduce the Research fund by \$30,000 and transfer that amount to the Business Retention Expansion fund. The motion seconded by Commissioner Miller carried. Councilmembers Haynes and Harmon and Mayor Bunten voted “no.” (4-3-0)

Commissioner Miller moved to approve the 2008 GO Topeka Proposed Annual GO Topeka Budget as amended; and attach the budget to the 2008 GO Topeka Contract as “Attachment B.” The motion seconded by Councilmember Harmon carried. Councilmember Blackburn and Commissioner Miller voted “no.” (5-2-0)

A DISCUSSION on the Del Monte Pet Products Incentive and Project Plan was presented.

Kathy Moellenberndt, Greater Topeka Chamber of Commerce stated that they received a proposal from Del Monte Pet Products a manufacturing, warehouse and distribution center to expand the facility 427,000 square feet. She reported that the expansion would entail a capital investment of \$21 to \$23 million for the warehouse and distribution center; \$6 to \$7 million for equipment; and generate approximately 80 to 90 new jobs with an estimated average hourly rate of \$15 per hour plus benefits. She also stated that the total proposed investment incentive would be \$225,000.

Commissioner Ensley asked if the hourly wage was consistent with other area companies.

Kathy Moellenberndt stated that the hourly wage matches other area companies similar in size.

Doug Kinsinger, Greater Topeka Chamber of Commerce stated that the Del Monte Pet Products Proposal was submitted at an opportune time due to the closing of the Payless Shoe Source Distribution Center.

Commissioner Miller asked why they are requesting JEDO's approval of the proposal.

Doug Kinsinger stated that they have requested approval by JEDO because the proposal would require a multi-year contract and GO Topeka becomes legally liable if JEDO no longer contracts with GO Topeka.

Kathy Moellenberndt stated that the contract with Del Monte Pet Products has not been officially executed.

Commissioner Miller expressed the importance of maintaining consistency in asking for approval of contracts by JEDO.

Doug Kinsinger stated that GO Topeka would ask for approval by the JEDO Board only if the term of a contract exceeds one-year.

Commissioner Miller commended Kathy Moellenberndt and GO Topeka for their efforts in acquiring the proposal.

Commissioner Miller moved to approve the Del Monte Pet Products Incentive Proposal. The motion seconded by Commissioner Ensley carried unanimously. (7-0-0)

NO FURTHER BUSINESS appearing the meeting was adjourned at 4:55 p.m.

Attachment A.

Minor Wording Changes – Italics/Underline
New Activities – **Bold/Underline**



**2002 – 20078 STRATEGIC PLAN
ECONOMIC DEVELOPMENT
Proposed 2008 BUSINESS PLAN**

November 26, 2007

GO Topoka 20078 PERFORMANCE MEASUREMENTS

1. Attract ~~450~~ 500 new jobs.
2. Attract capital investment over \$35 \$50 million and wages at or greater than 80% of the average Shawnee County wage rate.
3. As part of the Business Retention and Expansion Program, conduct 200 one-on-one business visitation calls with local area businesses inclusive of the 50 leading employers.
4. The Disadvantaged Business Enterprise Development Program will achieve the following:
 - ~~Establish a microloan program which will provide a minimum of \$200,000 in microloans (subject to availability of funds).~~
 - Serve as the originator for the microloan program, DBE staff will aggressively promote the microloan program and report quarterly on activities and number of referrals.**
 - Maintain incubator facilities.
 - Conduct a minimum of four First Step FastTrac Programs (program developed by Ewing Kauffman Foundation to assist business startups.)
 - Conduct a minimum of forty (40) twenty (20) orientation sessions averaging eight participants per session will provide ~~overview of First Committee Opportunity Fund.)~~ an overview of the programs and services available to small businesses.
 - Conduct networking and business lead opportunities for socially and economically disadvantaged business enterprises and the small, minority, and women-owned businesses.
 - Conduct on-going educational classes, training seminars, i.e. bookkeeping, accounting, legal, marketing, etc. Continue ~~refine~~ develop a progressive the mentor program, which is established to assist DBE participants to succeed as a small business.
5. ~~Increase the number of jobs created through entrepreneurial startups in the region through the promotion of new technology deployment programs.~~
 - Focus efforts on the growth of the bioscience industry in the area.**
 - Identify and analyze the existing, established clusters in the Bioscience industry in the area and develop strategies for strengthening our competitive position.**

6. Target all economic development efforts to result in a regional economy capable of sustaining growth at a rate of 1.5% population growth annually within ten years by inducing residents to stay in Topoka/Shawnee County by improving the quality of life by development of the Advantage Topoka Program.

**DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN**

**2007 8 Business Plan
New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
<p>Increase employment base and provide increased business opportunities.</p>	<p>Work with Competitive Strategies Group (CSG) in providing innovative solutions for economic development success in a highly competitive global market. CSG will undertake an analysis of Topeka's economic and demographic trends and developments complete an assets and challenges assessment and recommend five industry targets for company relocation and expansion. Upon completion of the above, they will incorporate the findings into the development of an overall strategic plan to include but not limited to: short and long term strategies; quantifiable milestones and measurable objects.</p> <p>Develop a marketing program geared towards the attraction of the five targeted industries: warehousing/distribution, shared services, value-added food manufacturing, business and professional organizations, and animal and pet products manufactured and</p>	<p>Continue <i>Develop</i> a marketing campaign through print media, <i>e-mail</i> to <i>national site consultants</i> and direct mail to include general image, building/awareness and target market recognition</p>	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN

2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
	<p>research.</p> <p>Market community globally and create a unified marketing brand.</p>		
		<p>Conduct one-on-site selection visits with consultants, corporate real estate executives, and developers.</p>	
		<p>Host a gathering of national site location consultants and other allies to inform them of the advantages and benefits of doing business in the region.</p>	
	<p>Leverage downtown office space through a cooperative marketing effort and packaged incentive program by DTI, owners/brokers/GO Topeka aimed at attracting new primary employers to the community with a target of 50 or more employees.</p>	<p>Coordinate with DTI and others in preparing <i>and implementing</i> a comprehensive marketing plan geared toward identifying potential prospects</p>	
		<p>Work with DTI to assess potential of significant downtown redevelopment/investment opportunities.</p>	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN

2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
Develop policies and procedures inclusive of performance measures for utilization of incentive funds for new and expanding businesses	Increase the number of jobs created through entrepreneurial startups in the region through the promotion of new technology deployment programs	Review and update incentive threshold guidelines	
Increase new prospect leads.		Partner with groups such as the Small Business Development Center, the Washburn University School of Business, the Washburn University School of Computer Science and the Wakarusa Economic Development Corporation in assisting business start-ups and expansion	
		Conduct targeted business development missions throughout the U.S. with staff, community leaders and elected officials.	
		Continue to develop and improve upon our ongoing communications with national site consultants across the country i.e. electronic e-mail to site consultants keeping them informed of new developments, positive media on the community, potential for local and state incentives, etc.	
		Participate in three or more targeted industry specific trade shows.	
		Participate with KDOC, <i>The Kansas Bio Science Authority</i> , and KCADC in hosting three or more events with national site consultants.	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN

2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
	Increase internal capabilities to promote and sell the community and leverage opportunities in order to increase our overall effectiveness at creating higher paying jobs.	<p>Conduct community tours including showcasing potential sites and buildings with business representatives, site consultants, developers, and brokers.</p> <p>Make continuous improvements to web site for accessibility, communication of purpose, ease of navigation, links, and visual impact.</p>	
		Build a strong database (economic and demographic statistics, cost of living, etc.) to be accessed online or hard copy.	
		Strengthen ongoing relationships with area economic development allies.	
		Highlight major activities and successes of Chamber/GO Topeka.	
		Continually look to 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. Explore adding a GIS component to the web site that would offer a geographic information system component to analyze the	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN

2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
		<p>demographics within a certain radius of each property.</p>	
		<p>Prepare annual report highlighting accomplishments and progress for the year.</p>	
	<p>Increase the availability of industrial and commercial sites to market to new and expanding businesses.</p>	<p>Work with MTA A to develop Forbes to its highest and best use.</p>	
		<p>Take a proactive stance to identify large scale quality sites and conduct due diligence.</p>	
	<p>Target all economic development efforts to result in a regional economy capable of sustaining growth at a rate of 1.5% annually within ten years by inducing residents to stay in Topeka/Shawnee County by improving the quality of life.</p>	<p>Support the community visioning process to concentrate community, public and private efforts.</p>	

Support the community visioning process to concentrate community, public and private efforts.

Attend focus group meetings. Assist with other appropriate tasks as needed.

**DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN**

**2007 8 Business Plan
New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
Develop enablers to economic growth	Build alliance between business individuals, higher education and government dedicated to building a competitive advantage for regional businesses and sparking innovation.	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, GO Topeka, and others.	
	<u>Focus efforts on growth of the bioscience industry in the area</u>	<p><u>Market the area as the Kansas "Knowledge Corridor."</u></p> <p><u>Establish a roundtable of local and state professionals with knowledge base of the life sciences-bioscience industry to begin dialogue of how Topeka/Shawnee County can be proactive in growing the industry sector as well as complement the existing base.</u></p> <p><u>Undertake a study to assemble data on the existing bioscience industries in</u></p>	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN

2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
		<p>Topeka/Shawnee County and comparative cities and regions, and identify those subsectors on which Topeka Shawnee County should focus its efforts; evaluate the national, regional, and local factors that shape opportunities for development; recommend the strategies and actions necessary to achieve the potential, including marketing, providing infrastructure and fostering an entrepreneurial climate.</p>	
	<p>Establish a Topeka Science and Technology Council. Continue to seek additional military mission growth at the 190th ARW.</p>	<p><i>Work closely with the 190th ARW along with the Governor's Military Council and the Congressional Delegation.</i></p>	
<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>	

**DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN**

**2007 8 Business Plan
New Business Recruitment**

GOALS	STRATEGIES	ACTION PLAN	
Create an environment for organizational excellence and opportunities for leadership development and cooperation.	Establish Chamber/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	Develop informational programs/and promotional brochures encouraging businesses to utilize the services of Chamber/GO Topeka.	
		Establish an economic development roundtable of area plant managers and CEOs to provide a forum for exchange of ideas.	
		Participate in professional economic development organizations to further strategic plan.	
Develop opportunities to enhance the image and identity of Topeka/Shawnee County.	Create positive image and identify for Topeka/Shawnee County (locally and nationally).	<i>Advertise in national trade publications as well as provide write up material for editorials emphasizing new developments, assets of the community, new legislation, etc.</i>	
	Enhancing gateways to the community.	Work with government and private enterprise to assemble necessary resources to improve the visual aesthetics at Topeka major gateways.	
		Work with City of Topeka for successful submission of KDOT trafficway enhancement grant.	
Improve area's export expertise and ability to attract foreign	Identify, develop and promote international trade and investment.	Increase participation with International Trade Division of	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2008 STRATEGIC PLAN

2007 8 Business Plan
New Business Recruitment

GOALS	STRATEGIES	ACTION PLAN	
investment		KIDOC to develop trade and investments.	
Secure additional resources to further Chamber/GO Topeka goals.	Enhance federal support for local economic development & priority community projects.	Retain Washington consulting firm to assist in acquiring federal funding.	
<u>Further enhance local support for economic development programs.</u>	<u>Increase communication with major investors.</u>	<u>Invitations to special events for new company representatives, groundbreakings, and announcements.</u> <u>Annual Investors Only Briefing</u> <u>Quarterly updates and annual report</u>	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-20078 STRATEGIC PLAN

2007-8 Business Plan
Business Retention and Expansion

GOALS	STRATEGIES	ACTION PLAN	
<p>Create a strategic system for the retention and expansion of existing business and industry.</p>	<p>Develop an in-depth visitation plan that will assist in the identification of companies at risk and companies that have the potential to grow.</p>	<p><u>Make Conduct</u> 200 visits per year including the top 50 major employers. Continue developing/maintaining a solid database which will greatly enhance the efforts of the business retention program.</p> <p>Request feedback on concerns, and general issues they have about doing business in Topeka.</p> <p>Analyze the discovered data and research the financial strength of the industry and its potential for growth.</p> <p><u>As a result of the visitation program, complete a semi-annual report highlighting major reoccurring issues, identified workforce training needs, etc.</u></p>	
		<p>Identify company problems and take immediate action to resolve.</p>	
		<p>Travel to the home offices of local companies to assist local managers industries improve their position for future growth.</p>	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-20078 STRATEGIC PLAN

2007-8 Business Plan
Business Retention and Expansion

GOALS	STRATEGIES	ACTION PLAN	
		Provide training for staff to conduct an effective business retention expansion program.	
		Continue working with expansion/assistance team that involves representatives from the state and others from the community in order to offer possible incentives and business advice.	
	Create increased awareness of local, federal and state incentives.	Offer quarterly <u>educational</u> workshops to learn more about <u>on available local, state and federal incentives/resources and as well as assistance available through the SBDc and DBE programs.</u>	
		Track answers on problems from questionnaires and feedback from other sources. Notify proper authorities as soon as possible. Take a pro-active approach to solving any problems. Report back to the company periodically on the progress that is being made.	
	Recognize local area businesses for their contributions to the local economy. Expand on annual small business awards recognition program.	Conduct a small business awards program annually.	
		Nominate several of Topeka's businesses for the state's Business Appreciation Awards.	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-20078 STRATEGIC PLAN

2007-8 Business Plan
Business Retention and Expansion

GOALS	STRATEGIES	ACTION PLAN	
		Highlight accomplishments of area companies in Chamber's newsletter.	

DEPARTMENT: ECONOMIC DEVELOPMENT
2002-2007 8 STRATEGIC PLAN

2007 8 Business Plan
Small, Minority and Women-Owned Business Development

GOALS	STRATEGIES	ACTION PLAN	
<p>Broaden and diversify economic base.</p>	<p>Support, promote, sponsor, coordinate and develop programs to improve the talent pool, available financing, business environment, and entrepreneurial spirit in order to develop new employers and nurture small business growth in Topeka and Shawnee County</p>	<p>Continue to work <i>working</i> with the DBE Advisory Council and others to promote programs that can be of assistance to entrepreneurs, small business startups, and minority and women businesses.</p>	
		<p>Maintain a Micro Loan Program for small businesses utilizing the support and help of GO Connection, HND-City of Topeka and GO Topeka.</p>	
		<p><u>Develop</u> <u>Maintain</u> a mentoring program to provide assistance to small, women-owned and socially disadvantaged businesses.</p>	
		<p>Continue building upon the One Stop Program for new and expanding small businesses, utilizing the Washburn University mall Business Center, DBE Programs, SCORE, Wakarusa Development, Inc., and GO Connection services to assist small businesses.</p>	
		<p>Provide education/training opportunities in specific areas, such as writing a business plan, Quick Books instruction, small business orientation, marketing, etc.</p>	

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2007 8 Business Plan

Small, Minority and Women-Owned Business Development

GOALS	STRATEGIES	ACTION PLAN	
		<p>Continue to provide orientation sessions throughout the community to educate entrepreneurs on the availability of the micro loan program, link deposit program, business assistance at the one stop office, and other business assistance, counseling programs and educational programs for small, minority, and women business development..</p>	
		<p>Provide networking opportunities: SBDC, Wakarusa Valley Development Corp., Downtown Topeka, Inc., Chamber, GO Topeka, <i>KDOC, KATS</i> KTEC, GO Connection, Topeka/ Shawnee County Purchasing Roundtable, Kansas Department of Commerce, and Network Kansas.</p>	
		<p>Review incubator facilities in Topeka/Shawnee County and determine needs.</p>	
		<p>Continue to further develop the First Step FastTrac Program (FSFT)</p> <ul style="list-style-type: none"> • Conduct four (4) FSFT classes and explore adding two (2) classes - Spanish and Child Care. ▪ Maintain contact with Fast Trac graduates via alumni 	

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Small, Minority and Women-Owned Business Development

GOALS	STRATEGIES	ACTION PLAN	
		<ul style="list-style-type: none"> ▪ association and other methods to determine their current status and assess additional needs. ▪ Identify how many of the First Step graduates have started a business and have received assistance from DBE programs, such as microloans, mentoring, etc., and/or how many of the graduates have received conventional financing to start their businesses. 	
		<p>Partner with federal, state, city, county programs to present procurement and business development opportunities for minority and women owned businesses.</p>	
		<p>Conduct <i>outreach</i> meetings with community leaders and organizations to educate Hispanics and African Americans and other minorities about what options are available for small business development.</p>	
		<p>Maintain and update a minority and women owned business directory to be distributed to businesses and organizations looking for Minority Business Enterprises and Women</p>	

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Small, Minority and Women-Owned Business Development

GOALS	STRATEGIES	ACTION PLAN	
		Business Enterprises and to prospects inquiring about the diversity in Topeka/Shawnee County.	

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2007 8 Business Plan
Workforce Development

GOALS	STRATEGIES	ACTION PLAN	
Identify skills needed by existing and targeted industries in Topeka/Shawnee County area annually.	Identify workforce availability	Work with Heartland Works to improve workforce reporting data for Topeka/Shawnee County.	
Create a system that provides the needed skilled workforce to meet the needs of our targeted industries and existing industry.	Develop a plan for a health-care career-ladder. Provide opportunities to educate area employers on available resources/training to meet their growing workforce needs.	Organize employers and educators to implement a healthcare career-ladder system. Coordinate with Heartland Works/Workforce Centers, Kaw Area Technical School, and KDOC to provide forums and workshops to educate area businesses on retaining and hiring a skilled workforce. <u>Coordinate "like industries" for roundtable discussions of the skills needed for future employees.</u> <u>Coordinate with KATS, Heartland Works and the Workforce Center in exploring funding and training programs for a future pipeline of employees with specialized</u>	

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**2007 8 Business Plan
Workforce Development**

GOALS	STRATEGIES	ACTION PLAN	
	Assist <u>in</u> the development of branding and marketing of the Topeka Workforce <u>Center</u> and <u>Hearland Works</u> services.	Participate in the State of Kansas' Task Force in preparation of plan and budget to brand and Market the services/funding of the Topeka Workforce Center and <u>Hearland Works</u> .	
		Continue working with the regional WorkKeys committee in order to implement and encourage area employers to require new hires to have the certificate available.	

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