

AGENDA

JEDO Board of Directors

November 19, 2009

3 p.m.

Greater Topeka Chamber of Commerce Board Room

1. Approval of October 13, 2009 minutes – Mayor Bill Bunten (Pgs. 2-9)
2. Progress of New Business Park Acquisition – Doug Kinsinger/Steve Jenkins
3. Approval of Federal Funding Priorities – Paul Hirsh (Pgs. 10-12)
4. Consideration of incentive offers
 - a. Project HIT
 - b. Project Trax
5. Selection of Auditor for 2010-12 – Brad Owen
6. Discussion of 2010 Economic Development Business Plan and Budget – Doug Kinsinger/Steve Jenkins/Lucky DeFries (Separate Handout) (Pg. 13)
7. Renewal of GO Topeka Contract – Mayor Bill Bunten
 - a. Consideration of Carry-over Request – Doug Kinsinger/Steve Jenkins
8. Adjournment – Mayor Bill Bunten

**Joint Economic Development Organization Board Minutes
November 19, 2009**

Greater Topeka Chamber of Commerce Board Room, Topeka, Kansas, Tuesday,
November 19, 2009.

The Joint Economic Development Organization (JEDO) Board members met at 3:00 P.M. with the following Board members present: City of Topeka Councilmembers Larry Wolgast and Bob Archer; City of Topeka Mayor Bill Bunten; Shawnee County Commissioners Vic Miller, Shelly Buhler and Ted Ensley. Absent: City of Topeka Councilmember Richard Harmon.

Also present were nonvoting JEDO Board members: City of Topeka Councilmembers Karen Hiller and Sylvia Ortiz

Mayor Bunten called the meeting to order.

MINUTES of the JEDO Board meeting of October 13, 2009 were presented.

Councilmember Wolgast moved to approve the Minutes of the JEDO Board meeting of October 13, 2009. The motion seconded by Commissioner Ensley carried unanimously.

A PROGRESS REPORT on the acquisition of a new business park was presented.

Doug Kinsinger, Greater Topeka Chamber of Commerce/GO Topeka stated that they have made significant progress with the acquisition of a new business park located approximately 1.5 miles south of the Central Crossing Commerce Park on Gary Ormsby Drive since the last JEDO Board meeting of October 13, 2009.

Steve Jenkins, Greater Topeka Chamber of Commerce/GO Topeka reported that the final site selection for the new business park was conducted by Bartlett & West Engineers which included an extensive review of the cost effectiveness and marketability of a site. He stated that the site was purchased at an average market price of \$10,000 per acre which represents a less than 1% appreciation rate from when the Central Crossing Commerce Park acreage was purchased at an average market price of \$9,000 per acre. He stated that as a result of a well thought out process, and an average purchase price the investment will be a long-term asset for the community. He reported that the design phase is moving forward on the sewer, entry road and rail switch; however, the entry road and rail switch may change slightly based on the needs of a prospect they are working with right now. He stated that the construction of a sewer line to service the area would begin in 2010, allowing GO Topeka to market the property. He stated that they anticipate closing Phase No. 1 of the property acquisition by December 21, 2009. He noted that they have a prospect considering the location that is a strong competitor for a new industry. He referenced an interim brochure of the new business park and stated that they are accepting suggested names for the new business park, as well as, street names.

APPROVAL of the Federal Funding Priorities was presented.

Mayor Bunten commended Paul Hirsh, Madison Government Affairs and lobbyist for his outstanding job performance. He reported that through the guidance of Mr. Hirsh and other representatives from Topeka, Shawnee County, Greater Topeka Chamber of Commerce and GO Topeka they have received approximately \$30 million in federal funding assistance since 2002.

Paul Hirsh, Madison Government Affairs reported that currently five of the twelve appropriation bills have been signed into law by the President. He stated that there is a continuing resolution by Congress to run the seven outstanding appropriation bills by December 18, 2009 to allow time for the bills to be sent through the conference process and be presented to the President for signature. He stated that it is anticipated that following the Thanksgiving Holiday recess the Department of Defense Appropriation bill; Financial Services Appropriation bill; Labor, Health and Human Services Appropriation bill; and the State, Foreign Operations Appropriation bill would be bundled together and presented as one bill. He reported that the remaining Transportation Appropriation bill; Military Construction and Veterans Affairs Appropriation bill; and the Commerce, Justice, Science and Related Agencies Appropriation bill would be handled separately. He stated that if the process is not complete by December 18, 2009 a continuation would have to be filed. He noted that the health care debate issue has slowed the conference process. He stated that the U.S. House of Representatives has passed a health care bill; however, the U.S. Senate is considering a different health care bill. He noted that hopefully by the end of year the U.S. Senate will pass their health care bill so at the beginning of 2010 a conference committee can be formed to resolve the House and Senate bill differences. Mr. Hirsh thanked the Mayor for his comments and stated that federal funding assistance is obtained through a collective team effort. He requested approval of the following seven projects:

1. I-70 Polk Quincy Viaduct
2. Infrastructure improvements to enhance the new business park in the southern corridor.
3. Low level dam/weir on the Kansas River
4. Streetscape/revitalization downtown (hardscape)
5. Washburn University/Washburn Technical Industrial Maintenance Training Center
6. Preventive Flood Mitigation
7. Constitution Hall

Mayor Bunten expressed appreciation to the local delegation for their hard work.

Commissioner Buhler moved to approve the Federal Funding Priorities. The motion seconded by Councilmember Archer carried unanimously.

APPROVAL of an incentive offer for Project HIT was presented.

Steve Jenkins, Greater Topeka Chamber of Commerce/GO Topeka reported that Project HIT is a health care industry information technology company providing employment for 27 people with an average salary of \$60,000 per year. He stated that GO Topeka offered an incentive of \$3,000 per job or a total of \$81,000. He explained that the facility would implement a system that would allow health care providers to share records throughout the State of Kansas.

Doug Kinsinger, Greater Topeka Chamber of Commerce/GO Topeka reported that the project would qualify for federal stimulus funding. He also reported that currently there are 18 states competing for these types of projects; however, Project HIT is the only company that made application to the State of Kansas due to the incentive offered by GO Topeka.

Steve Jenkins reported that 600 healthcare providers have already agreed to participate in the shared records program.

Commissioner Miller moved to ratify the recommendation to approve the incentive offer for Project HIT. The motion seconded by Commissioner Ensley carried unanimously.

APPROVAL of an incentive offer for Project Trax was presented.

Steve Jenkins, Greater Topeka Chamber of Commerce/GO Topeka reported that Project Trax was offered to PTMW a local manufacturing company experiencing a major expansion. He reported that the capital investment for the project would be \$4.25 million; employment would include 88 jobs the first year, 25 jobs the second year, and 25 jobs the third year - totaling 138 jobs over a three-year period with an average wage of \$13 per hour. He stated that GO Topeka offered PTMW an incentive offer of \$3,500 per job created and implemented. He also stated that he is happy to announce that PTMW has purchased the former Payless Distribution Center for their new operation.

Doug Kinsinger, Greater Topeka Chamber of Commerce/GO Topeka reported that PTMW has tripled in size over the last eight years setting the standard in the telecommunication and railroad industries. He also reported that the Federal Government has implemented a requirement that all passenger trains must install a Positive Train Control System which would be housed in the railroad and telecommunication signal house enclosures constructed by PTMW. He noted that the majority of the work for this contract would take place over the next seven years. He stated that they see great

potential with PTMW through the leadership of their firm and anticipate even more growth for the company.

Ed Carpenter, PTMW Vice President of External Affairs stated that PTMW provides a quality product in a timely manner to customers. He stated that they have seen remarkable growth in the last five years and noted that Patti Jon Goff received the 2009 Minority and Women Business Award in manufacturing. He expressed their appreciation for considering the proposal and stated that their business works because of the quality of people in the community. He thanked Payless Shoesource, Inc., representatives for working with them and enabling them to purchase the new facility.

Patti Jon Goff, PTMW President and Owner expressed her appreciate for the opportunity to expand the business. She stated that she is excited about the purchase of the Payless Distribution Center building and looks forward to the opportunity to serve the community.

Commissioner Miller moved to ratify the recommendation to approve the incentive offer for Project Trax. The motion seconded by Councilmember Archer carried unanimously

SELECTION of the 2010-2012 Financial Auditor for GO Topeka was presented.

Brad Owen, Mize Houser & Company reported that following the review of the five bids received they are recommending that Mayer Hoffman & McCann be awarded the bid. He asked the Board to approve the recommendation.

Doug Kinsinger, Greater Topeka Chamber of Commerce/GO Topeka reported that GO Topeka received a status review of the bids received and agree that Mayer Hoffman & McCann is the most qualified candidate for the job.

Councilmember Wolgast moved to approve the recommendation to award the bid to Mayer Hoffman & McCann. The motion was seconded by Commissioner Ensley.

Commissioner Miller asked if a financial auditor has been selected for JEDO.

Doug Kinsinger stated that the auditor would serve both agencies upon approval by the JEDO Board.

The motion to approve the recommendation to award the bid to Mayer Hoffman & McCann carried unanimously.

APPROVAL of the 2010 Economic Development Business Plan and Budget was presented.

Brad Owen, Mize Houser & Company presented the 2010 GO Topeka Proposed Budget. He compared Revenues, Expenses and Departmental Activities for 2009 and anticipated figures for 2010. (*Attachment A*)

Doug Kinsinger, Greater Topeka Chamber of Commerce/GO Topeka discussed Heartland Visioning Contributions, Incentives and Site Expenditures line items and Net Revenues for the 2010 Proposed Budget. He noted that the contribution to Heartland Visioning is subject to equal contributions made by the City and County. (*Attachment A*)

Steve Jenkins, Greater Topeka Chamber of Commerce/GO Topeka reported on the Master Plan for Science and Innovation Park line item. He stated that USD No. 501 has purchased the State of Kansas hospital grounds and GO Topeka is providing \$20,000 to the School District to draft a master plan on 130 acres of the site. He stated that the acreage offers a unique asset to the community because it is located in close proximity of the hospitals and Hummer Sports Park, as well as, easy access to public transportation, offering great potential in attracting high quality companies to the community. He stated that they plan to market the area as a biosciences technology area geared towards technology companies that would have a good working relationship with the hospitals. He noted that two major Universities are considering locating facilities on the site.

Doug Kinsinger commented on the New Incentives line item and Site Improvements for Commerce Park line item. He stated that of the \$173,000 being allocated \$153,000 is a matching share to an EPA grant. He stated that the funds would be used for a water line extension along Wenger Street creating a loop to provide quality water service to the entire park. He also reported on the Site Improvements for the 49th Street line item and stated that when the area was platted the City stipulated that if commercial or employee traffic increased in the area they would have to develop a benefit district to pay for the 49th Street improvements.

Steve Jenkins stated that the greatest need for the new business park is to provide a sewer system. He reported that Phase No. 1 of the project would provide for a pump station and a force main costing \$1.1 million; provide for 400 feet of an entrance road for prospects to enter the property; and build a rail spur that dead ends. He noted that the entrance road and rail spur location may change based on the needs of a current prospect.

Doug Kinsinger noted that it is important to get the projects underway so the site is ready for potential companies.

Doug Kinsinger reported on the Site Option/Acquisition line item and stated that the \$14,225 is for the site option fee for Phase No. 2 (the land west of Highway 75) of the new business park that was approved at the JEDO Board meeting of October 13, 2009.

Commissioner Ensley asked if the budget is approved would the expenditures require additional approval by the JEDO Board.

Doug Kinsinger stated that historically approval of the budget authorizes GO Topeka to expend funds.

Commissioner Ensley moved to approve the 2010 GO Topeka Budget. The motion seconded by Councilmember Wolgast carried unanimously.

DISCUSSION continued on the GO Topeka 2010 Economic Development Business Plan.

Steve Jenkins, Greater Topeka Chamber of Commerce/GO Topeka stated that it is their goal to make GO Topeka a fierce competitor for economic development on a national, as well as, global level. He presented the following overview:

- Proposed increase of 10.2% for the Attraction Budget for new business attraction and marketing promotions from \$987,764 to \$1,088,535 to include \$238,340 for Lead Development/Prospect Consultant; \$456,276 for Targeting Marketing; \$75,000 to Update Target Sectors; \$10,000 to implement Biosciences Study; and \$52,750 for Regional Marketing and Relationships
- Proposed increase of 81% for the Existing Business Budget from \$48,507 to \$87,886 to provide for two Headquarter Visits; enhance Visitation Program; increase recognition events; implement Mid-America Manufacturing Technical Center (MAMTC) Pilot Project; continue education and training of existing businesses; and increase input solicitation.
- Proposed decrease of 48.5% in the Workforce Development Budget from \$123,960 to \$63,880 to support the WorkKeys Testing Project and WorkKeys Job Profiling Pilot Project.
- Proposed increase of 33.7% for the Entrepreneurial Development Budget from \$16,580 to \$22,160 for continued support of the SBDC; Small Business Start-Up Guide; expand NaviGate Webinars; implement the NaviGate Entrepreneurs "Boot Camp" Weekend Program; and continue the Last Tuesday Program
- Increase the Disadvantaged Business Enterprises Budget from \$578,251 to \$649,592 to provide for CDFI Certification and allocation; implement the Hallmark Project, continued emphasis on education and training programs; and extend the DBE Strategic Plan

Commissioner Miller moved to approve the 2010 GO Topeka Business Plan. The motion seconded by Commissioner Buhler carried unanimously.

APPROVAL of the GO Topeka Operating Agreement was presented.

Braxton Copley, Deputy City Attorney reported that the operating agreement for 2010 is virtually identical to the 2009 operating agreement with the exception of added language to paragraph 20 clarifying when GO Topeka enters into a multi-year incentive agreement

that GO Topeka is the only entity entering into the multi year incentive agreement and not the Joint Economic Development Organization (JEDO); however any such incentive agreement can only be entered into with prior approval of the JEDO Board. He also stated that the operating agreement stated that JEDO agrees to grant \$5 million from its economic development fund to GO Topeka for the purpose of providing economic development services as outlined in the operating agreement. He explained that the companion piece is a cash carry-forward agreement to make certain GO Topeka continues to have the necessary funding to meet their obligations under the incentive agreements.

Doug Kinsinger, Greater Topeka Chamber of Commerce/GO Topeka, reported that the 2010 carry forward amount is \$9.75 million. He noted that the amount is less than last year (\$12.5 million) due to anticipated closing expenditures for Phase No. 1 of the new business park.

Commissioner Miller requested that the language amendment be read aloud.

Braxton Copley stated that the language amendment is reflected on page 10, paragraph 20 of the operating agreement. The amendment was read as follows:

“The parties understand that the scope of the economic development retention, expansion and attraction may, in some cases, require that GO Topeka enter into funding commitments that extend beyond the one (1) year term of this Agreement. For such commitments, GO Topeka shall obtain the prior approval of JEDO, either in writing or by formal action of the JEDO Board at a duly called meeting and reflected in the meeting minutes.”

Commissioner Miller questioned why GO Topeka has the property title of the new business park when the park was purchased with JEDO funds; and if there were provisions in place for the land to revert back to JEDO if GO Topeka would become nonexistent.

Doug Kinsinger stated that all assets including land, equipment and funds would revert back to JEDO if GO Topeka became nonexistent.

Commissioner Miller moved to approve the 2010 operating agreement and the cash carry-forward agreement. The motion was seconded by Commissioner Ensley.

Commissioner Buhler questioned if there were other area companies that offer the same services as GO Topeka.

Doug Kinsinger stated that a different organizational structure would have to be developed if the Board wanted to consider other options.

The motion to approve the 2010 operating agreement and the cash carry-forward agreement carried unanimously.

Commissioner Miller expressed his appreciation to all GO Topeka Board members and Councilmembers for attending the meeting.

NO FURTHER BUSINESS appearing the meeting was adjourned at 4:20 p.m.

DRAFT

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FOR IMMEDIATE RELEASE
November 19, 2009

GO TOPEKA LOOKS TOWARD COMPETITIVE FUTURE

GO Topeka is positioning itself to be fierce competitors in the national and global marketplace according to a budget report at the Joint Economic Development Organization board meeting this afternoon. This attitude is displayed not only by the achievements of the last year, but also in its proposed 2010 business plan.

Among the budget highlights is the continued focus on attracting new businesses to Shawnee County, bringing high-paying primary jobs that will help channel new dollars into the community.

Part of this will be taken on through site improvements at the newly-acquired 1,018-acre business megapark south of Gary Ormsby Drive. The new improvements will include installing a sewer line to serve the property, starting 400 feet of landscaped entrance road, and installing a railroad switch with a minimum amount of rail siding onto the property. These features will allow GO Topeka the opportunity to market the property as ready-to-develop, bringing more businesses to Topeka, faster.

Improvements will also be made to Central Crossing Commerce Park, extending a 16-inch water main down Wenger Street—along the western edge of the park—to connect with the 12-inch main along 57th Street and creating a loop to provide quality water service to the entire park. Both of these projects will be aided by funds from a \$500,000 EPA grant attained last year by the local congressional delegation, led by Senator Sam Brownback, with the help of JEDO, and received by the City of Topeka.

Another publicly-owned business park GO Topeka will be giving attention to is the new Kanza Science and Innovation Park on the former state hospital grounds, north of Hummer Sports Park. The land is owned by Topeka Public Schools, who will be partnering with GO Topeka to market the property to businesses in the health and bioscience industries. GO Topeka will fund development of a master plan for the park, which will help maximize the potential for development. Because of its central location in the country, as well as its proximity to local hospitals and animal research facilities in Shawnee County, Kanza Science and Innovation Park will facilitate opportunities for Topeka and Shawnee County to expand its local economy into new sectors.

To best address how GO Topeka should focus its recruitment efforts, the organization has budgeted for a new target sector study. The study will provide a customized analysis of growth industries and how they are compatible with the resources Topeka and Shawnee County have to offer, keeping GO Topeka competitive in attracting those businesses.

"In order to best keep up with the economy and the marketplace, especially in light of recent economic trends and the increasing rate of technological growth, it is best to conduct a target sector study every two years," said Steve Jenkins, GO Topeka senior vice president of economic development. "The previous target sector study was conducted in 2007, using 2006 data, making much of the information obtained then obsolete."

Elsewhere in the budget, GO Topeka has eliminated a vacant position, bringing the total employment for GO Topeka to 8.28 FTE, down from 10.28 in 2008. It has also increased its budget for existing business retention and entrepreneurial development while lowering figures dedicated to workforce development and research. This reallocation of funds relates to GO Topeka's commitment to intensify its efforts in the avenues that would best serve the residents of Shawnee County.

At the JEDO meeting, GO Topeka also presented a list of projects in the community eligible for federal funding, asking the board to decide which projects should receive priority for FY 2011 requests. The list included continuing the I-70 Polk/Quincy Viaduct planning and engineering process, infrastructure improvements to enhance the new business park in the southern corridor, a low level dam/weir on the Kansas River, a hardscape project focused on the revitalization of downtown, continued support for the Washburn University/Washburn Institute of Technology industrial maintenance training center, preventative flood mitigation and funding improvements to Constitution Hall. Since 2002, the Greater Topeka Chamber of Commerce/GO Topeka has worked with the state's delegation in Washington, D.C., to receive \$32,198,000 in federal funding for projects in the Topeka and Shawnee County area.



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FOR IMMEDIATE RELEASE

November 19, 2009

PTMW, INC. TO PURCHASE FORMER PAYLESS SHOESOURCE DISTRIBUTION CENTER

The Greater Topeka Chamber of Commerce/GO Topeka announced today that a sales agreement has been signed for PTMW, Inc., a local Topeka-based railroad signaling, building and metal fabrication company, to purchase the former Payless ShoeSource distribution center facility located on NW Highway 24. While the deal is not scheduled to officially close until mid-December, significant progress is being made toward finalizing the sale, and these two local companies, along with Topeka Chamber of Commerce officials, are coming together to make it happen. Terms of the pending agreement are not being disclosed.

Topeka-based PTMW, winner of the Kansas Department of Commerce's 2009 Woman-Owned Business of the Year award, offers world-class metal fabrication and assembly serving the railroad and the communication industries, among other sectors. It is anticipated that PTMW will generate approximately 140 new locally based jobs over the next three years, doubling the company's employee base. The acquisition of the new facility is a key element in PTMW's growth plans, giving the company larger facilities, space for additional manufacturing and assembly equipment and an expanded and knowledgeable associate base. PTMW expects to move its production division and a new fabrication division, along with its offices from 3501 NW Highway 24 to the new location at 5040 NW Highway 24 early next year.

"The former Payless distribution center is an ideal facility to support our near- and long-term growth plans," said Patti Goff, president and owner of PTMW, Inc. "It has large open spaces, wide column spacing and high ceilings. It permits great flexibility in terms of use and applications for our business, and we are eager to successfully finalize this sale in December and to move in early next year."

The benefits of the PTMW expansion plans involving the new facility purchase are substantial to the Topeka economy and the community. Job creation alone is anticipated at an additional \$5 million base of new annual payroll with a multiplier effect of \$20 million over the course of four years. As an original equipment manufacturer (OEM), approximately half of the materials and components for all PTMW product categories come from third-party vendors -- many of which are based here in Topeka. In addition, both PTMW and the Topeka Chamber said they expect that other local companies that support PTMW with raw materials, sub-component products and services should also see a significant positive impact on their business.

"The collaboration here between two local companies says a great deal about the business climate in Topeka," said Doug Kinsinger, president and CEO of the Greater Topeka Chamber of Commerce/GO Topeka. "This is one of those prime situations where both companies and the community all come out ahead. The leadership and employees of PTMW have built an excellent reputation in their industry and are now being called on for a major safety enhancement project for our nation's rail system."

"We worked hard to find a great company that would work with the local community to build a strong future here in Topeka. PTMW is the perfect fit," said David Milton, division senior vice president of global logistics for Collective Brands, Inc., parent company of Payless ShoeSource. "It is a strong and growing local company that is a tremendous asset to the Topeka community. We have seen their plans for expansion and what it will mean for the local economy, and we're thrilled that our facility will provide them with a space that will help foster their future growth."

The announcement from PTMW adds to the growing list of successes resulting from GO Topeka's efforts. This year's successes include 1,575 retained jobs and 463 new jobs, and an investment in the community of \$352.25 million.

"The growth of PTMW is indicative of the competitive edge that the Topeka community is able to hold in the region. We're working to make sure existing and relocating businesses continue to grow and prosper, creating valuable opportunities for



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**FEDERAL PROJECTS
HISTORY
and
PROPOSED FY 2011 PROJECTS**

Each year JEDO sets priorities for local project requests made jointly to the federal congressional delegation by Shawnee County, the City of Topeka, and the Greater Topeka Chamber of Commerce/GO Topeka. Research & supporting materials are developed with the guidance of Madison Government Affairs, a consulting firm in Washington, DC. The projects are presented to the federal delegation by representatives from Topeka, Shawnee County, the Greater Topeka Chamber of Commerce/GO Topeka and Madison Government Affairs. Madison Government Affairs and the Greater Topeka Chamber of Commerce maintain contact and assist with information regarding the projects throughout the year with the federal delegation and their staff. **Topeka/Shawnee County Congressional Members have been instrumental and very successful in communicating community needs through the congressional committee process and securing available federal funding for needed local projects. Our thanks to them for their work on behalf of this community.**

2002 (for fiscal year 2003)

- Infrastructure for Commerce Park \$750,000

2003 (for fiscal year 2004)

- Topeka Blvd. Bridge \$8.5 million
- Great Overland Station Riverfront Park \$500,000
- Decision by the Department of Veterans Affairs to retain the VA Health Resources Center in Topeka and increase the number of personnel. The decision was a result of lobbying by the Greater Topeka Chamber of Commerce/Go Topeka at the Congressional level and directly with Department of Veterans Affairs in Washington DC. The VA plan was to close down and move the operation from Topeka and outsource to a private company based in metro Washington DC. The Center employment was 200 in 2003 and is currently 600 federal employees.

2004 (for fiscal year 2005)

- Commerce Park Infrastructure \$700,000 (\$500,000 for infrastructure & \$200,000 for industrial park development)
- Topeka Blvd. Bridge \$850,000
- Forbes Taxiway Improvements \$1 million
- 190th Headquarters & Support Facility \$9.8 million

2005 (for fiscal year 2006)

- Topeka Blvd Bridge \$5.6 million
- Heartland Park Renovation \$200,000

**2006 (for fiscal year 2007) CONGRESS APPROVED CONTINUING RESOLUTION for all
NON-MILITARY APPROPRIATIONS BILLS**

- Although not included in original federal requests, the Chamber, Go Topeka, and Madison Government Affairs collaborated with Senator Brownback on a BNSF hydrogen locomotive pilot project; \$1.92 million earmarked and included in the Senate Defense bill for the project.

2007 (for fiscal year 2008)

- I-70 Viaduct planning and design \$735,000
- Great Overland Station, Riverfront Park Land Purchase \$98,000

2008 (FY 2009 Requests)

- I-70 Viaduct planning and design \$950,000
- South Topeka Infrastructure \$500,000
- Kansas Discovery Center \$95,000

Total: \$30,278,000
***Additional 2006 Funds: \$1,920,000**
Cumulative Total: \$32,198,000

2009 (FY 2010 Requests) – approved by JEDO 11-20-08 – Congressional action not final

- *I-70 Viaduct planning and design **
 - *Senator Brownback has successfully added \$500,000 for this project to the Senate Transportation Committee Report*
 - *Congresswoman Jenkins has successfully added \$1 million for this project to the House Transportation Committee Report*
- *Ready for Conference Committee*



Recent Wins January-November 2009

The Home Depot

Jobs: 300
Investment: \$25 million

Frito-Lay

Investment: \$60 million

U.S. Foodservice

Retained Jobs: 175
New Jobs: 24
Investment: \$13 million

The Goodyear Tire & Rubber Company

Retained Jobs: 1,400
Investment: \$250 million

PTMW, Inc.

New jobs: 138
Investment: \$4.25 million

Totals:

Retained Jobs: 1,575
New Jobs: 463
Investment: \$352.25 million

New Business Park Update

- Site identification based on exhaustive review of entire county which then focused on three geographic areas
- Site selection based on essential factors of rail & road access, land suitability for development, availability of utilities, absence of environmental obstacles
- The final site selection was driven by a detailed engineering analysis process with the goal of finding the most cost-effective and marketable site for the community
- Needed willing sellers at fair market value since eminent domain was not an option.
- The average price of the land was \$10,000/acre vs. \$9,000 paid for Central Crossing Commerce Park starting eight years ago, representing a 0.93% annual increase in price.
- Design is commencing on sewer, entry road and rail switch and access with construction in 2010
- Closing on Phase 1 expected by December 31, 2009

Project HIT

- **Type of Industry** **Health care**
- **Employment** **27 - Director, IT specialists (12), nurses (12), Admin (2)**
- **Average Wage** **\$60,000**
- **Proposed Incentive** **\$3,000/job or \$81,000 total**

Project Trax

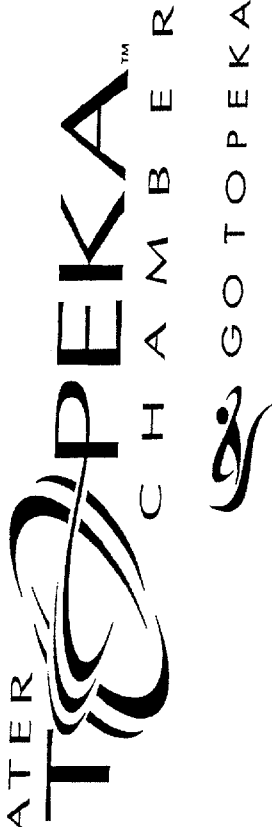
- **Type of Industry** **Manufacturing**
- **Capital Investment** **\$4,250,000**
- **Employment**
88 year one; 25 year 2;
25 year 3 = 138 Total
- **Average Wage** **\$13/hour**
- **Proposed Incentive** **\$3,500/job**

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ECONOMIC DEVELOPMENT 2010 Business Plan

**Economic Development Strategic Plan
2010 Business Plan – New Business Recruitment (A)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>A.1. Goal: Increase Employment Base and Tax Base with Quality Primary Jobs and Investments</p> <p>A.1.1</p> <p>Target and attract diverse economic sectors that are supported by the competitive assets of Topeka and Shawnee County. Develop and maintain an aggressive, adaptable economic development program that conforms to the new dynamic economic environment.</p> <p>(Corresponds to Heartland Visioning Economic Development #1, 4 and 5 and Quality of Life C3)</p>	<p>1. Develop and maintain a core list of lead prospects in the targeted sectors and implement an aggressive marketing and promotions campaign to expose Topeka and Shawnee County to targeted sectors and companies interested in new locations.</p> <p>2. Implement the appropriate and achievable recommendations from the Bioscience Assessment Study conducted in 2009. These primarily deal with animal and human nutrition, the interface of animal and human sciences, and workforce development in the biosciences.</p> <p>3. In cooperation with Downtown Topeka Inc (DTI), market the downtown for appropriate primary employers.</p> <p>4. Develop and maintain a robust website for economic development that includes</p>	<ul style="list-style-type: none"> • Update the 2009 Marketing Blueprint that encompasses the current targeted sectors. • Generate 1,000 new quality, viable leads and 100 qualified projects in 2010. • Develop and implement a biosciences strategy based on the recommendations from the Biosciences Assessment Study. • Potential placements downtown, recommendation of sites and buildings downtown, and locations downtown. • Complete and maintain the economic development website 	

**Economic Development Strategic Plan
2010 Business Plan – New Business Recruitment (A)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>A.1.2</p> <p>Increase marketing effectiveness by leveraging other resources on the state and regional levels.</p>	<p>extensive data on the Topeka, Shawnee County and the region. Develop and maintain a new database for sites and buildings and incorporate into the website.</p> <p>5.</p> <p>Update the targeted industry study conducted in 2007 and apply the findings to revising, if necessary, the targeted industry sectors for 2011.</p> <p>1.</p> <p>1. Actively participate with state, regional and national economic partners to leverage resources and increase marketing effectiveness.</p> <p>2.</p> <p>2. Explore the potential for a regional marketing program in conjunction with the Lawrence and Manhattan Chambers of Commerce.</p>	<p>and database in accordance with the standards established by the International Economic Developers Council and input from site selection consultants.</p> <ul style="list-style-type: none"> • Install the new sites and buildings database being developed in 2009 by Bartlett & West • Commence and complete an update of the targeted industry study completed in 2007 by October 2010 and incorporate findings in the Marketing Blueprint and budget for 2011. • Participate in the Industrial Asset Management Council (IAMC), KCADC marketing events, and the Kansas Cavalry activities. • Determine the feasibility of a joint regional marketing effort. If feasible develop a strategy for implementation. 	

**Economic Development Strategic Plan
2010 Business Plan – New Business Recruitment (A)**

Strategy(s)	Action Plan	Performance Measurements	Results
	<p>3. Begin the process of being an Accredited Economic Development Organization (AEDO) from the International Economic Developers Council.</p>	<ul style="list-style-type: none"> Assemble the necessary documents to meet the requirements, submit the application and arrange the site visit by the end of 2010. 	

**Economic Development Strategic Plan
2010 Business Plan – New Business Recruitment (A)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>A.2. Goal: Support and Enhance the Business Assets of Topeka and Shawnee County</p> <p>A.2.1</p> <p>Support and implement actions that enhance the existing positive business assets of Topeka and Shawnee County. Create new unique, compelling assets that differentiates the community as a global economic competitor for the attraction and retention of quality primary jobs and investments</p> <p>(Corresponds to Heartland Visioning Quality of Life C1 and C3 and Economic Development #16)</p>	<p>1. Complete the concept of a Regional Competitiveness Center that would enhance the asset base of Topeka and Shawnee County as a business location for both new and existing primary employers. Implement steps necessary to make the Center a reality.</p> <p>2. Support and participate in Heartland Visioning to improve the image of Topeka and Shawnee County internally and externally.</p> <p>3. Implement the development of the new business park for 1,018 acres.</p>	<ul style="list-style-type: none"> • Through the Heartland Visioning Economic Development Foundation Team and appropriate leadership, develop an approach and strategy, including funding, for the development of the Topeka Regional Competitiveness Center. • Through the Heartland Visioning Economic Development Foundation Team, implement strategies and activities that communicate a positive image of Topeka and Shawnee County. • Complete the platting of the new business park and complete the development standards and covenants. • Commence and complete engineering design of the infrastructure improvements to position the new business park as 	

**Economic Development Strategic Plan
2010 Business Plan – New Business Recruitment (A)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>A.2.2</p> <p>Communicate results and progress to</p>	<p>1. Establish and promote the Chamber/GO Topeka as the central and leading</p> <p>4. Complete in installation of needed infrastructure in Central Crossing Commerce Park.</p> <p>5. Work with MTAA to develop Forbes Field to its highest and best use.</p> <p>6. Explore the creation of a small science and innovation park in concert with the USD #501 School District on the old State Hospital property purchased by the District in 2009. The concept is that the park would have a focus on small companies that have relationships with the Topeka hospitals and research.</p>	<ul style="list-style-type: none"> • an attraction asset. • Develop and complete marketing materials for the new business park. • Complete the installation of the 16" waterline in Commerce Park as part of the EPA funds allocated in 2009. • Develop a plan with MTAA that best positions MTAA properties. • Develop a marketing brochure (electronic and on-demand print) on Forbes Field. • Working with the USD #501 School District, assist in the development of a master plan for the park • If the concept of the park proceeds, develop possible funding sources for the development of the park. 	<ul style="list-style-type: none"> • Continue to position and promote

**Economic Development Strategic Plan
2010 Business Plan – New Business Recruitment (A)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>stakeholders, investors and other interested parties</p> <p>(Corresponds to Heartland Visioning Economic Development #15)</p>	<p>economic development organization in the Topeka/Shawnee County area.</p> <p>2. Communicate major activities, successes and results of the Chamber/GO Topeka to the community and externally through speaking engagements and printed and electronic media.</p> <p>3. Compile and issue an annual report to the voters to keep them informed about the Chamber/GO Topeka.</p>	<ul style="list-style-type: none"> • Continue to position and promote the Chamber/GO Topeka as the central organization for primary job attraction, retention and expansion of existing business and industry, services to the economically under-served, and entrepreneurial development. • Continue to utilize printed and electronic media to communicate the Chamber/GO Topeka activities, successes and results. • Speak to civic clubs and other organizations about the Chamber/GO Topeka. • Issue an annual report in January 2010 covering the Chamber/GO Topeka activities, successes and results in 2009. 	

**Economic Development Strategic Plan
2010 Business Plan – New Business Recruitment (A)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>A.3. Goal: Secure additional resources to further Chamber/GO Topoka's goals.</p> <p>A.3.1 Enhance Federal support for local economic development and priority community projects.</p> <p>(Corresponds to Heartland Visioning Economic Development #3)</p>	<p>1. Work with elected officials, community groups and organizations to identify needed projects and develop a consensus on priorities.</p> <p>2. Support efforts to retain a Washington consulting firm to assist in seeking Federal funding where appropriate.</p>	<ul style="list-style-type: none"> • Develop a consensus list of projects for potential Federal funding. • Continue to retain a Washington consulting firm to work on the behalf of the community to secure funding for priority projects. 	

**Economic Development Strategic Plan
2010 Business Plan – Business Retention and Expansion (B)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>B.1. Goal: Create a strategic system for the retention and expansion of existing business and industry. (B)</p> <p>B.1.1</p> <p>Maintain and enhance a system of contact with existing business and industry in Topeka and Shawnee County to understand the challenges facing the sector, identify growth potential, and to identify companies at risk.</p> <p>(Corresponds to Heartland Visioning Economic Development #1.a and 3)</p>	<p>1.</p> <p>Conduct company visits annually including the top employers. Such visits shall involve a detail discussion during the visit with the companies utilizing a standardized question format.</p> <p>2.</p> <p>Conduct "walking business tours" in selected business districts that will allow a short, focused discussion with business owners and managers about business conditions and issues.</p> <p>3.</p> <p>Maintain a database of existing businesses and industry including but not limited to detailed information on the businesses and input from visitations.</p> <p>4.</p> <p>Conduct 2 electronic surveys each year to establish baseline data and assess</p>	<ul style="list-style-type: none"> • Conduct a minimum of 200 existing business visits of which 50 shall be top employers. • Conduct a visitation program utilizing local business and elected leaders. • Conduct a walking tour in at least four business districts such as downtown, Fairlawn Plaza, etc. These tours will involve staff and elected leaders. • Continue to utilize and maintain the Synchronist database. Enter data from interfaces with existing businesses and from partners that have access to the system. • Conduct a short business climate electronic survey no later than 	

**Economic Development Strategic Plan
2010 Business Plan – Business Retention and Expansion (B)**

Strategy(s)	Action Plan	Performance Measurements	Results
B.1. Goal: Create a strategic system for the retention and expansion of existing business and industry. (B)			
	trends.	March 2010.	
5.	Communicate finding of all surveys and visitation input to appropriate community leadership relative to needed actions and trends.	<ul style="list-style-type: none"> Conduct a more comprehensive electronic survey by the end of October 2010. Issue an annual report on the state of the existing business community by the end of November 2010. 	
6.	Conduct headquarters visits to local companies located in other cities.	<ul style="list-style-type: none"> Conduct two visits to headquarters of Topeka primary employers. 	

**Economic Development Strategic Plan
2010 Business Plan – Business Retention and Expansion (B)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>B.2. Goal: Provide Existing Business and Industry Education that will Enhance Operations and Success (B)</p>			
<p>B.2.2 Provide opportunities to existing business and industry to learn how to improve operations and their success and sustainability in Topeka and Shawnee County</p>	<p>1. Conduct quarterly CEO luncheons.</p> <p>2. Conduct seminars and workshops focused on providing tools and knowledge that will improve operations.</p> <p>3. In cooperation with the MAMTC conduct a pilot project for assistance to small existing manufacturers involving a variety of services to be selected by the business.</p> <p>4. Create a discussion forum for existing</p>	<ul style="list-style-type: none"> • Conduct four CEO luncheons involving owners and key managers of primary employers to provide a face-to-face opportunity with GO Topeka leadership and community leaders. • Provide at least nine seminars or workshops focused on existing business and industry needs. • Implement a pilot project in cooperation with MAMTC that will serve four small manufacturers in Topeka and Shawnee County. • Create a discussion forum as part 	

**Economic Development Strategic Plan
2010 Business Plan – Business Retention and Expansion (B)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>B.2. Goal: Provide Existing Business and Industry Education that will Enhance Operations and Success (B)</p>	<p>business and industry.</p> <p>5. Continue involvement with the Six Sigma program at Washburn University and provide leadership to expand the program to more businesses large and small.</p>	<p>of the G.A.I.N. program and imbedded in the website.</p> <ul style="list-style-type: none"> Continue the support of the Six Sigma program by exploring the possible creation of national certification based at Washburn University and the development a black belt course at Washburn University. 	

**Economic Development Strategic Plan
2010 Business Plan – Business Retention and Expansion (B)**

Strategy(s)	Action Plan	Performance Measurements	Results
B.3. Goal: Recognize the Value of Existing Business and Industry and Increase Communications (B)			
B.3.1 Communicate to the community the economic impact of existing primary employers.	<ol style="list-style-type: none"> 1. Conduct an economic impact analysis of the primary employers in Topeka and Shawnee County. 2. Communicate the results of the impact analysis to elected leaders, community leadership and the media. 	<ul style="list-style-type: none"> • Through Impact DataSource, develop by June 2010 an economic impact analysis of the primary employers in Topeka and Shawnee County. • Issue a report on the value and impact of the primary employers and communicate the findings to the community. 	
B.3.2 Recognize the existing business and industry base in the community.	<ol style="list-style-type: none"> 1. Conduct quarterly luncheons at local primary employers. 2. An event in conjunction with a major event in Topeka to express appreciation to local primary employers. 	<ul style="list-style-type: none"> • Conduct four luncheons at primary employers. • Sponsor a suite at the NHRA Spring Nationals at Heartland Park for primary employers. 	

**Economic Development Strategic Plan
2010 Business Plan – Business Retention and Expansion (B)**

Strategy(s)	Action Plan	Performance Measurements	Results
B.3. Goal: Recognize the Value of Existing Business and Industry and Increase Communications (B)	<p>3. A Quality/Innovation Award program as part of Washburn University's Six Sigma program.</p> <p>4. A major business appreciation event to recognize existing business and industry.</p> <p>5. Participate with other organizations such as the State of Kansas in programs that recognize existing businesses.</p>	<ul style="list-style-type: none"> • Sponsor, in conjunction with the Washburn Six Sigma program, a quality and innovation awards program to recognize local company efforts in lean operations and innovation. • Sponsor an existing business and industry appreciation event in a casual, informal setting that will allow for exchange of ideas, fellowship, and dialog with elected officials. • Sponsorship and participation in the Kansas Business Appreciation event and other events that focus on existing employers. 	

**Economic Development Strategic Plan
2010 Business Plan – Workforce Development (C)**

Strategy(s)	Action Plan	Performance Measurements	Results
C.1. Goal: Support and Promote a Globally Competitive Workforce in Topeka and Shawnee County. (C) C.1.1			
Identify existing skills that support the attraction of primary jobs and investments to Topeka and Shawnee County.	<ol style="list-style-type: none"> 1. Analyze the results from the WorkKeys student testing pilot project implemented in 2009 and communicate those results to education officials and community/business leadership. 2. Continue the WorkKeys testing for seniors in all school districts in Shawnee County and build a database to assess trends. 3. Analyze the finding from the workforce assessment project initiated in 2009 and communicate the results to education officials and community/business leadership. 4. Engage local primary employers in the WorkKeys process by implementing a pilot project to exhibit how WorkKeys testing can be directly tied to job profiles in recruiting quality employees. 	<ul style="list-style-type: none"> • Summarize the results of student testing in a brief report for distribution. • Finance the second round of testing for seniors in 2010. • Distribute an executive summary of the regional workforce assessment. • Provide financing for the profiling of 25 job positions to show how the profiling works with the WorkKeys student testing. 	

**Economic Development Strategic Plan
2010 Business Plan – Workforce Development (C)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>C.1.1 Identify workforce skills that are required to attract the jobs of the future.</p>	<p>5. Assemble and maintain robust current and accurate data on the regional workforce and post on a regular basis on the website.</p> <p>1. Use the recommendations from the workforce assessment to address the needs to improve the community's workforce.</p>	<ul style="list-style-type: none"> • Post workforce data on the website particularly data that is locally generated or developed especially for Topeka and Shawnee County. • As a result of the workforce assessment, begin the process of developing a workforce development strategy. 	

**Economic Development Strategic Plan
2002-2010 Strategic Plan
2010 Business Plan – Disadvantaged Business Enterprise (D)**

Strategy(s)	Action Plan	Performance Measurements	Results
D.1 Goal: Funding Initiatives that Leverage the DBE Financial Resources and Program Impact			
D.1.1	<p>Complete and implement the CDFI First Opportunity Fund of Topeka/Shawnee County and pursue an allocation from the U.S. Department of the Treasury.</p>	<p>1. If certified in the first quarter 2010, submit an application for an allocation. If not certified, resubmit based on feedback from the U.S. Department of the Treasury.</p> <p>2. If certified in the first quarter of 2010, pursue the infusion of capital from local banks and private investors.</p>	<ul style="list-style-type: none"> • Pursue a re-submittal of the request for certification or a CDFI allocation. • If appropriate, pursue an infusion of capital to the First Opportunity Fund from local banks and private investors.
D.1.2	<p>Leverage the DBE financial resources to increase the impact of the DBE program.</p>	<p>1. Provide matching grants on efforts that are in accordance with the DBE Strategic Plan.</p>	<ul style="list-style-type: none"> • Provide matching grants to qualified individuals and organizations that support the DBE Strategic Plan and are in conformance with the DBE Policies and Procedures. • Provide grants to FSFT
D.1.3	<p>Support financially DBE eligible clients that complies with the</p>	<p>1. Support the business growth of FSFT</p>	

Economic Development Strategic Plan 2002-2010 Strategic Plan 2010 Business Plan – Disadvantaged Business Enterprise (D)			
Strategy(s)	Action Plan	Performance Measurements	Results
DBE Strategic Plan	graduates through trade show grants.	graduates for participation in approved trade shows.	

**Economic Development Strategic Plan
2010 Business Plan – Disadvantaged Business Enterprise (D)**

Strategy(s)	Action Plan	Performance Measurements	Results
<p>D.2 Goal: Creating Visibility for DBE Program Initiatives in and on Behalf of the Community</p>			
<p>D.2.1 Increase the marketing of the DBE and its program. (Corresponds with Heartland Visioning Economic Development #9)</p>	<p>1. Generate DBE Program branding and visibility through community marketing efforts including all forms of media.</p> <p>2. Continue to support and promote the DBE clientele and/or population at all designated or strategically created forums, programs and trade shows.</p> <p>3. Increase the understanding of the needs of the DBE clientele and population through focus groups and scientific polling.</p> <p>4. Creation of a Minority-Women-Owned small business directory.</p>	<ul style="list-style-type: none"> • Continue to brand and promote the DBE programs to the client communities. • Continue to communicate to Chamber/GO Topeka leadership, elected leadership, community and business leadership, and the community at-large about the DBE, its programs and needs. • As appropriate and required, conduct focus groups and polling to define the needs of DBE clientele and community. • Create and distribute to local businesses and those primary employers coming into Topeka and Shawnee County, a 	

**Economic Development Strategic Plan
2010 Business Plan – Disadvantaged Business Enterprise (D)**

Strategy(s)	Action Plan	Performance Measurements	Results
D.2 Goal: Creating Visibility for DBE Program Initiatives in and on Behalf of the Community			
<p>D.2.1</p> <p>Support organizations and events that are related to the DBE clientele and community.</p>	<p>5. Increase the presence on the DBE program in North and East Topeka</p> <p>1. Continue sponsorships of key activities that support DBE efforts, promote the DBE program and/or expand the impact of the DBE program.</p>	<p>directory of qualified minority- and women-owned businesses.</p> <ul style="list-style-type: none"> • Continue to have a presence on the DBE communities in North and East Topeka by conducting meetings and educational programs in the areas. • Continue support of and involvement in Living the Dream, NAACP, Black Expo, Small Business Awards, Business Expo, NaviGate, Junior Achievement, Young Entrepreneurs of Kansas, MED Week, and cultural festivals. 	

**Economic Development Strategic Plan
2010 Business Plan – Disadvantaged Business Enterprise (D)**

Strategy(s)	Action Plan	Performance Measurements	Results
D.3 Goal: Give Small Business Owners Quality Information Education that will promote Growth of Existing Business or Elevate Start Up Business	D.3.1	Performance Measurements	Results
Develop or continue programs that expand the knowledge base of DBE clientele and community.	<ol style="list-style-type: none"> 1. Provide FSFT programs for the traditional small business population. 2. Provide FSFT to meet the specialized need in childcare. 3. Provide additional education and training programs to meet the needs of the DBE community. 4. Using the Internet, create a mechanism for DBE clients to access quality information and share experiences. 5. As a partner with NaviGate, the consortium 	<ul style="list-style-type: none"> • Provide four traditional FSFT programs in 2010. • Provide two childcare FSFT programs in 2010. • Provide eight Small Business HR Express programs, four Small Business Lunch Box programs two OSHA training programs with certificates, and two Small Business Booster programs. • Create a "virtual hub" for DBE and small business clients providing small business information. • Continue as a partner and 	

**Economic Development Strategic Plan
2010 Business Plan – Disadvantaged Business Enterprise (D)**

Strategy(s)	Action Plan	Performance Measurements	Results
D. 3 Goal: Give Small Business Owners Quality Information Education that will promote Growth of Existing Business or Elevate Start Up Business			
	of small business resources for Topeka/Shawnee County, utilize the resources of NaviGate to support DBE clientele and participate in programs that support the development and growth of DBE businesses.	contributor with the NaviGate delivery system for entrepreneurial development.	

**Economic Development Strategic Plan
2010 Business Plan – Disadvantaged Business Enterprise (D)**

Strategy(S)	Action Plan	Performance Measurements	Results
D4. Goal: Secure DBE Advisory Council as an active community vision partner.			
D.4.1 Continued participation in the Heartland Visioning process to benefit the DBE geographic areas of North and East Topeka and the DBE client communities.	1. Create the venues to promote, engage and strengthen the voice of North and East Topeka DBE clientele to be addressed as part of the Heartland Visioning process.	<ul style="list-style-type: none"> Continue to participate in the Heartland Visioning process as a vision partner through the Economic Development Foundation Team. 	

Economic Development Strategic Plan 2010 Business Plan – Disadvantaged Business Enterprise (D)			
Strategy(S)	Action Plan	Performance Measurements	Results
D.5 Goal: New Disadvantaged Business Enterprise Initiatives.			
D.5.1 Create, based on solid research and marketing analyses, initiatives that will have a positive, lasting benefit for the DBE client communities that is in accordance with the DBE Strategic Plan.	1. Develop and implement a project by the end of 2010 that will significantly enhance the economic conditions of the DBE communities that is achievable within the budget of the DBE Advisory Council.	<ul style="list-style-type: none"> Develop a "hallmark" project in 2010 that will have positive lasting benefits to the DBE communities of North and East Topeka. Develop an implementation and operational plan for the project that will assure that it will continue into the future and be self-sustaining. 	
D.5.2 Provide direction for the DBE program.	1. Update the current DBE Strategic Plan, developed in 2009, to cover a 3-year period.	<ul style="list-style-type: none"> Update the 2009 DBE Strategic Plan to extend to 2012 to be supported by annual business plans. 	

**Economic Development Strategic Plan
2010 Business Plan – Entrepreneurial Development (E)**

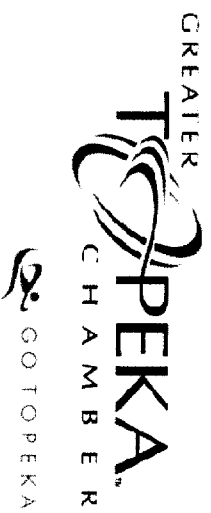
Strategy(s)	Action Plan	Performance Measurements	Results
<p>E.1 Goal: Entrepreneurial Development Initiative</p>	<p align="center">Entrepreneurial Development Initiative</p>		
<p>E.1.1</p>	<p>Enhance and expand the entrepreneurial development services delivery system.</p>		
	<p>1. Continue to support the Washburn University Small Business Development Center.</p>	<ul style="list-style-type: none"> Continue to subsidize the rents for the Washburn University Small Business Development Center. 	
	<p>2. Support the expansion and services of the NaviGate program.</p>	<ul style="list-style-type: none"> Continue support and participation in NaviGate as a provider of entrepreneurial development services. 	
	<p>3. Provide new resources to the entrepreneurial community that enhances the growth of "home grown" businesses in Topeka and Shawnee County including start-up guide, webinars, and intense entrepreneurial training.</p>	<ul style="list-style-type: none"> Develop and distribute a Small Business Start-up Guide to assist new businesses in all necessary steps necessary to get started. Conduct 4 webinars for entrepreneurs covering 4 subject areas. Sponsor, as a NaviGate project, a weekend entrepreneur "boot camp" in conjunction with Washburn University. 	

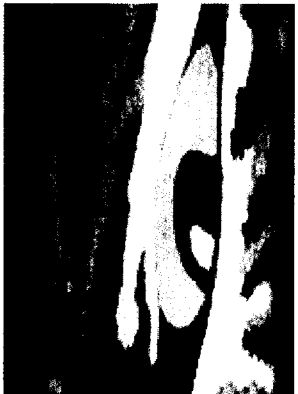
**Economic Development Strategic Plan
2010 Business Plan – Entrepreneurial Development (E)**

Strategy(s)	Action Plan	Performance Measurements	Results
	<p>4. Increase the availability of start-up financial resources for entrepreneurs.</p> <p>5. Increase the involvement and utilization of senior retired executives living in Topeka and Shawnee County.</p>	<ul style="list-style-type: none"> • Sponsor and promote "Last Tuesday", an event for entrepreneurs searching for financing. • Encourage private investors and local banks to become involved with "Last Tuesday". • Financially support SCORE and its recruitment of new members in return for a greater involvement in the NaviGate initiative. 	

GO Topeka 2010 Budget

November 20, 2009





Eye of the Tiger

It's setting your eyes on the prize and going for it. It's fierce results. You are a feared competitor. When you have the "eye of the tiger", you know it. You're unstoppable.



Budget Overview

Attraction \$ 987,764 to \$ 1,088,535 (+ 10.2%)

Existing Business \$ 48,507 to \$ 87,886 (+81%)

Workforce Development \$ 123,960 to \$ 63,880 (-48.5%)

Research \$ 46,800 to \$ 42,250 (-9.7%)

Disadvantaged Business Enterprises \$ 578,251 to \$ 649,592 (including carryover)

Entrepreneurial Development \$16,580 to \$ 22,160 (+33.7%)

Results, Impact!



ATTRACTION (New Business Attraction and Marketing/Promotions)

- **Lead Development/Prospect and Consultant Relationships (\$238,340 from \$172,980)**
- **Targeted Marketing (\$456,276 from \$400,800)**
- **Update of Target Sectors (\$75,000)**
- **Implementation of Biosciences Study (\$10,000)**
- **Regional Marketing and Relationships (\$52,750 from \$47,750)**



EXISTING BUSINESS

- **Headquarters Visits (2)**
- **Enhanced Visitation Program**
- **Increased Recognition Events**
- **MAMTC Pilot Project**
(Mid-America Manufacturing Technical Center)
- **Education and Training**
- **Increased Input Solicitation**

WORKFORCE DEVELOPMENT

- WorkKeys Testing Project
- WorkKeys Job Profiling Pilot Project



ENTREPRENEURIAL DEVELOPMENT

- Continued Support of the SBDC
- Small Business Start-Up Guide
- NavIGate Webinars (4 and 4)
- NavIGate Entrepreneurs “Boot Camp” (Weekend)
- Support of “Last Tuesday”

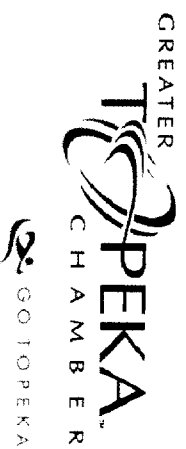


DISADVANTAGED BUSINESS ENTERPRISES PROGRAM

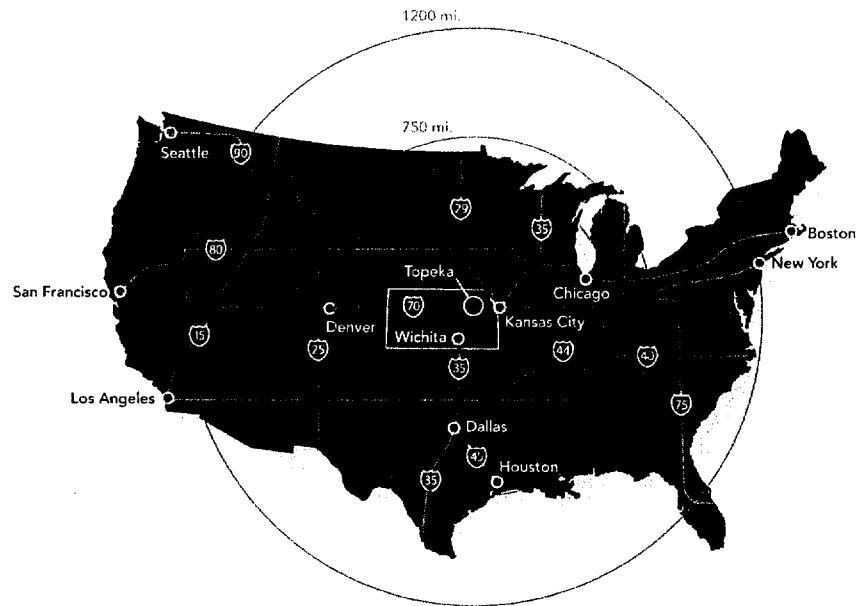
- **CDFI Certification and Allocation**
- **“Hallmark” Project (lasting, sustainable impact)**
- **Emphasis on Education/Training**
- **Extended DBE Strategic Plan**



Questions



INTRODUCING



OUR NEWEST **BUSINESS PARK**

- > A NEW 1,018-ACRE
HIGH-IMAGE BUSINESS MEGAPARK
TOPEKA, KANSAS

On October 13, 2009, GO Topeka announced plans for a new business park south of Topeka. The land for the new park, consisting of 1,018 acres bisected by US Highway 75, is intended to offer businesses a premium opportunity for growth with large land parcels and generous incentives. Through its sustainable features, simple access to transportation, and a bold, innovative design, this new high-image business park is destined to be a quality address for all occupants.

THE NEXT GENERATION OF BUSINESS PARK

> TRANSPORTATION MADE EASY

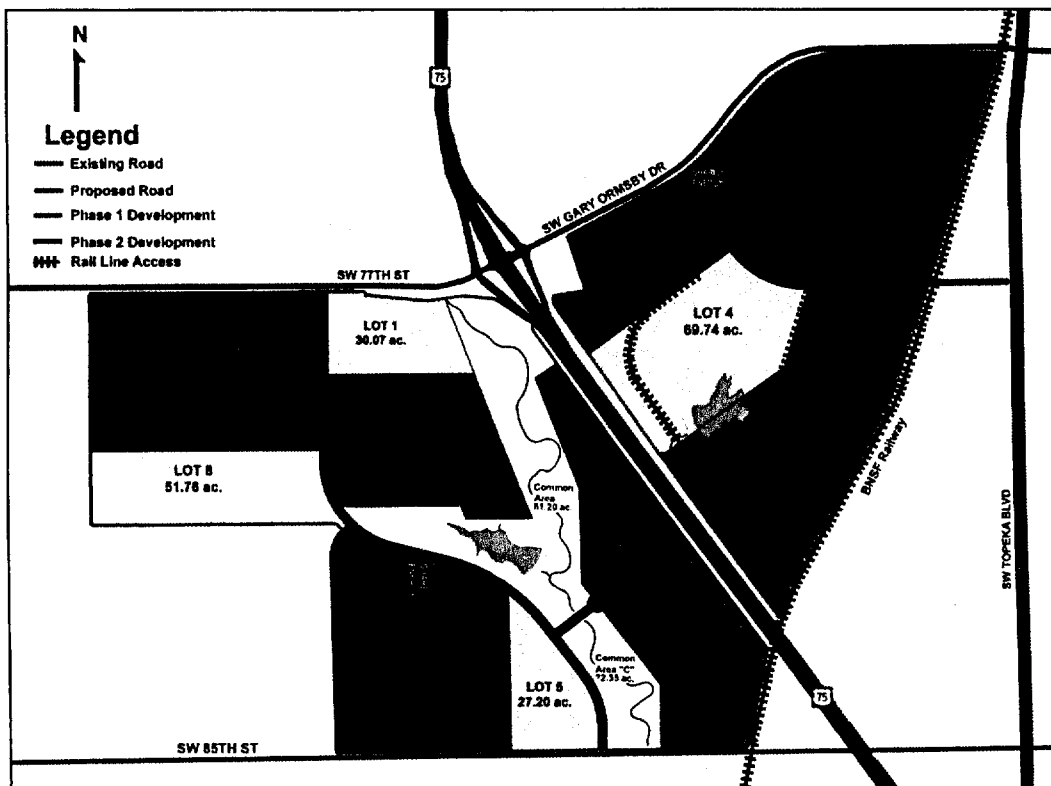
- Rail-served by BNSF Railway, with 6,000 feet of rail exposure—more than any other site in the area.
- On-site interchange for US Highway 75—an interstate-grade, four-lane divided highway—and quick interstate highway access to I-335 and I-70
- Adjacent to 2,000-acre foreign trade zone, Forbes Field Airport, with a 12,000-foot runway offering heavy air freight access.

> SEEKING SUSTAINABILITY

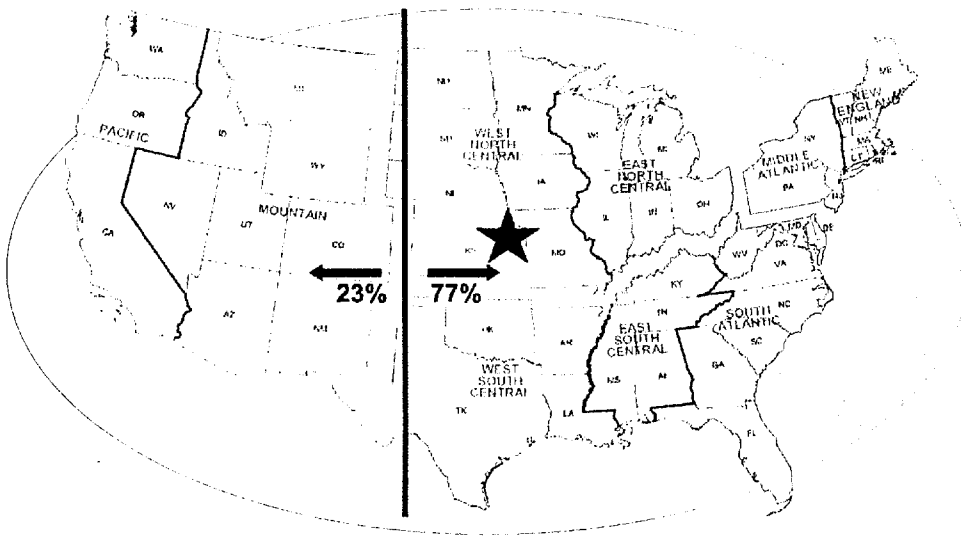
- 130 acres of green space and parks set aside for employee use
- Shared energy sites for renewable energy with an eye toward efficiency
- Walking trails and water features on-site
- Sustainable park design that includes boulevard-style streets with landscaped medians

> WE'RE READY FOR YOU

Our new business park is ready-to-build with flexible acreage in its mixed-use land parcels ideal for industrial development, as well as science and research facilities. We'll make sure your business is up and running quickly.



> IN THE MIDDLE OF EVERYTHING



With 77% of the country living east of the Rocky Mountain region, Topeka is in the right place to distribute your products to the people who buy them. Topeka is at the heart of the national transportation network with an eye toward fuel efficiency and the future of goods transportation. That means you get your products to your customers fast and efficiently. That makes you more money. **And that's just good business.**

> THE TALENT

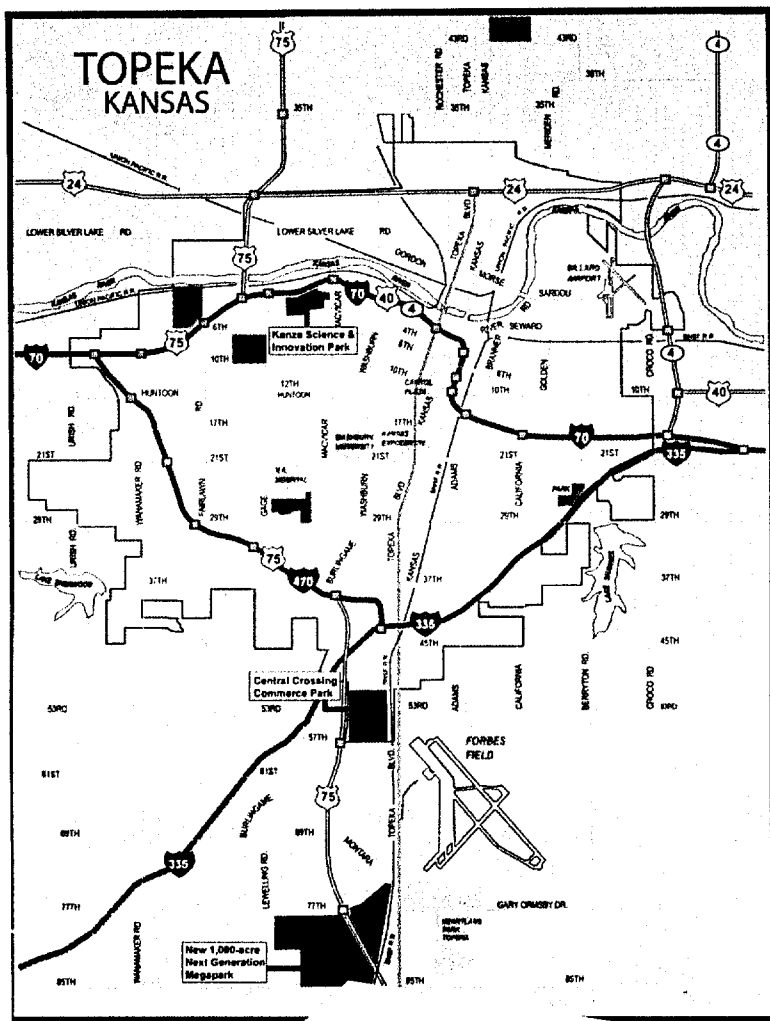
Smart, hardworking individuals gravitate to Topeka. A combination of unparalleled educational opportunities nearby and a thriving business community have made Topeka a strong player in human resources.

- *Highly educated and skilled workforce with 36% of adults over 25 living in the Kansas Talent Corridor (Shawnee, Douglas and Riley Counties) holding a bachelor's degree or higher. (2008 Aelera Regional Economic Performance Index)*
- *Three universities within a 60-mile radius—Washburn University, University of Kansas and Kansas State University—with a combined enrollment of 60,000 and over 12,000 graduates per year.*
- *Washburn Institute of Technology, enjoying a relationship with 19 surrounding school districts, is affiliated with Washburn University, offering a seamless educational system ready to meet the needs of area employers.*

> THE BOTTOM LINE

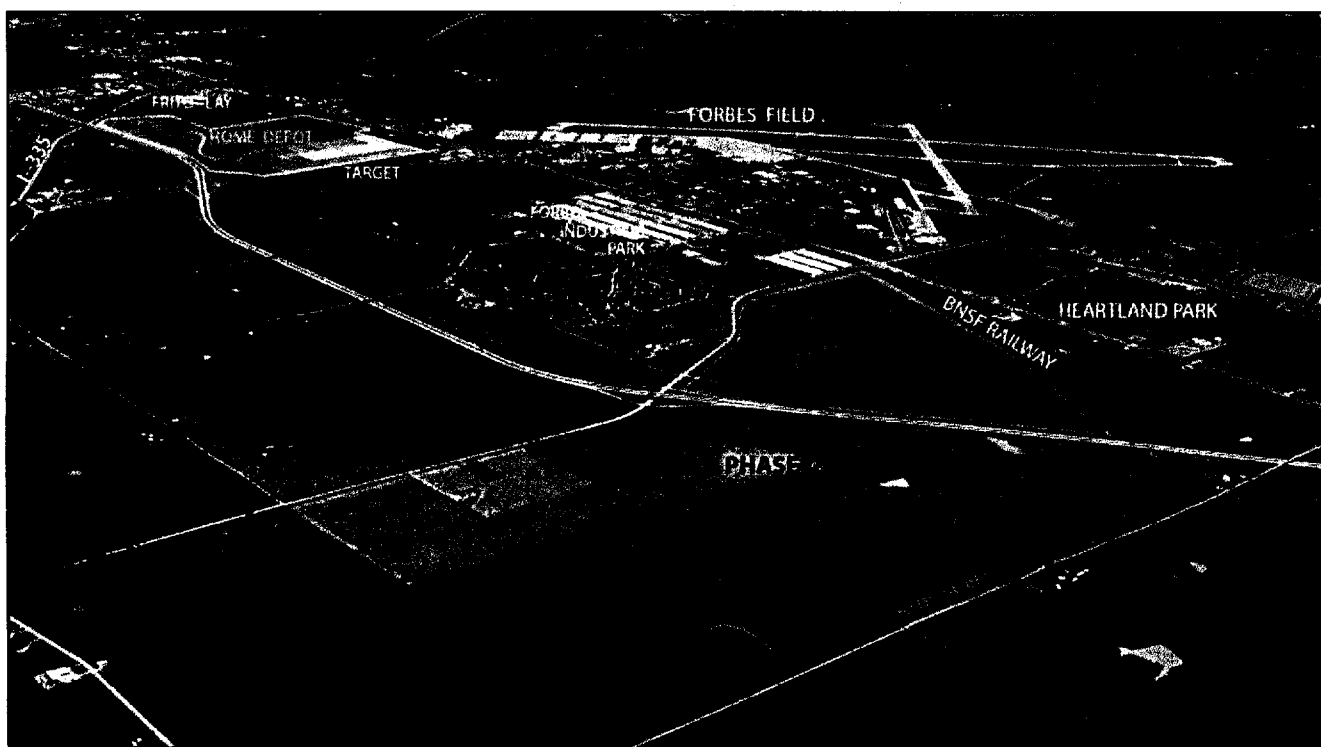
Topeka and Shawnee County encourage a return on your investment by offering state and local incentives for conducting business here and by keeping your operating costs low. When doing business is affordable, doing well is attainable

- *Aggressive local incentives including free land and cash incentives based on the quality of jobs created.*
- *All machinery and equipment is exempt from personal property taxes.*
- *Topeka's cost of doing business is 7% lower than the national average. (Moody's Economy.com)*
- *Energy costs are 30% lower than the national average. (Moody's Economy.com)*
- *Availability of funding from the Kansas Bioscience Authority for bioscience companies that locate and make investments in Kansas.*



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2010 Budget - Public

WORKING DRAFT
DISCUSSION PURPOSES ONLY

	Proposed Budget 2010	Approved Budget 2009	Estimated 2009
Revenues:			
Sales tax	5,000,000	5,000,000	5,000,000
Investment MV change (reversing prior yr gains)			(81,694)
Investment income & other(excl. dba)	70,000	250,000	131,786
Total Revenues	<u>5,070,000</u>	<u>5,250,000</u>	<u>5,050,092</u>
Expenses:			
Salaries	526,722	531,818	496,155
Payroll taxes and benefits	124,824	121,811	100,495
Total Staffing ⁽³⁾	<u>651,546</u>	<u>653,629</u>	<u>596,650</u>
Departmental activities ⁽⁵⁾ :			
Existing Business	87,936	48,507	35,000
New business attraction	532,259	473,964	379,171
Marketing and promotion	564,276	513,800	462,420
Workforce development	63,880	123,960	33,149
Government relations	66,100	66,100	62,885
Small Business Innovation Center	22,160	16,580	35,962
Research	42,250	45,800	34,404
Disadvantaged Business Enterprises ^{(1) (2)}	649,848	578,251	404,767
Total Departmental	<u>2,028,709</u>	<u>1,867,962</u>	<u>1,447,758</u>
Other operating expenses	330,200	329,300	324,712
Total Operating Expenses	<u>3,010,455</u>	<u>2,850,891</u>	<u>2,369,120</u>
Total Revenues over Operating Expenses	2,059,545	2,399,109	2,680,972
Heartland Visioning ⁽⁴⁾	60,000	60,000	60,000
Incentives and Site Expenditures:			
Anticipated expenditures on current commitments	891,453	429,720	236,786
Industrial Park Maintenance/Property Taxes	22,720		16,121
Master Plan for Science and Innovation Park	20,000		
New Incentives	1,500,000	1,500,000	316,657
Site improvements - Commerce Park ⁽⁵⁾	173,000		
Site improvements - 49th St	1,500,000	1,500,000	
Site improvements - New Park	2,358,000		
Site option/acquisition	14,225	3,500,000	4,135,978
Total Incentives and Site Expenditures	<u>6,479,398</u>	<u>6,929,720</u>	<u>4,705,552</u>
Transfer from (to) cash, investments and land held for development	4,479,853	4,590,611	2,084,580
Net revenues over expenses and incentives	<u>0</u>	<u>0</u>	<u>0</u>

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(1) includes salaries and benefits budgeted on 1.5 and 2.5 FTEs of \$99,036 in 2010 and \$171,010 in 2009, respectively.
 (2) Amount exceeds 10% of budgeted revenues; excess will be charged against any remaining carryover funds. Also, this amount includes DBE direct salaries as well as DBE income programs.
 (3) Budget for 2010 is based on 6.78 FTEs and 2009 is based on 6.78 FTEs. Excludes DBE.
 (4) Potential equal contributions on behalf of the City and County, subject to their approval.
 (5) Includes direct departmental expenses only.
 (6) \$153,000 is matching share to EPA grant.