

**JEDO Board of Directors**

**December 5, 2011**

**6:00 p.m.**

**Topeka City Council Chambers**

- 1. Approval of September 12, 2011 minutes – Presiding Officer Bob Archer (Pgs. 2-8)**
- 2. Discussion of Request for Proposals of JEDO funds, with possible action –Andrew Gray**
- 3. Discussion of 2012 Economic Development Business Plan and Budget, with possible action– Doug Kinsinger/Dawn Wright (Separate Handout)**
- 4. Discussion of 2012 Contract Proposal (s), with possible action – Presiding Officer Bob Archer (Pgs. 9-12)**
- 5. Discussion of Carry-over Request, with possible action – Presiding Officer Bob Archer (Pgs. 13-14)**
- 6. Adjournment – Presiding Officer Bob Archer**

**Public Comment Policy:** Requests by the public to speak regarding items listed on the JEDO agenda will be placed on the agenda in the order received. Persons planning to speak must be identified by name and organization represented (if applicable), under the items listed on the agenda. Public comment is allowed on actionable items and must relate to the actionable item as listed on the agenda (Actionable items are those agenda items which require a vote at that scheduled meeting.) Those making public comment are to maintain proper decorum relating to public meetings.

**Joint Economic Development Organization Board Minutes  
September 12, 2011**

City of Topeka Council Chambers, 214 SE 7<sup>th</sup> Street, Topeka, Kansas, Monday, September 12, 2011.

The Joint Economic Development Organization (JEDO) Board members met at 6:00 p.m. with the following Board members present: City of Topeka Councilmembers John Alcalá, Denise Everhart and Andrew Gray; City of Topeka Mayor William W. Bunten; and Shawnee County Commissioners Shelly Buhler and Ted Ensley -6. Absent: Commissioner Vic Miller -1.

Also present were nonvoting JEDO Board members: Councilmembers Sylvia Ortiz, Bob Archer (Chairman) and Chad Manspeaker. Absent: Councilmembers Karen Hiller, Larry Wolgast and Richard Harmon

Chairman Archer called the meeting to order.

**APPROVAL of the Minutes of the JEDO Board meeting of July 11, 2011 was presented.**

Mayor Bunten moved to approve the Minutes of the July 11, 2011 JEDO Board meeting. The motion was seconded by Councilmember Alcalá.

Commissioner Buhler noted a typographical error on page 5, paragraph 6 of the minutes. She stated the word “in-bath” should be replaced with the words “National Bio and Agro-Defense Facility (NBAF).”

Joseph Ledbetter referenced the reporting requirement outlined on page 7, paragraph 1 of the minutes. He stated he wanted to make sure citizens were aware the report must be provided to GO Topeka, JEDO, the City Clerk and the County Clerk. He also submitted an email to the City Clerk that he received from Mr. Doug Kinsinger listing the amount of funds (\$220,000) transferred from GO Topeka to The Greater Topeka Chamber of Commerce in the months of April, May, June and July of 2011.

The motion to approve the Minutes of the July 11, 2011 JEDO Board meeting as amended carried unanimously. (6-0-0)

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**APPROVAL of an amendment to the Pledge of Revenues Agreement Sales Tax Revenue Bonds, Series 2006 (Topeka Boulevard Bridge); City of Topeka Contract No. 41477; and Shawnee County Contract No. C318-2011, was presented.**

Pam Simecka, City of Topeka Acting Budget and Finance Director stated the refunding option relates to the refinancing of the bonds for the Topeka Boulevard Bridge issued by the City in 2006. She reported the refinance of bonds would allow a reduction in the reserve requirement, secure a lower interest than what was previously acquired, generate an estimated cash savings of \$1.6 million over the life of the bonds, and the life of the bonds would remain the same.

Mayor Bunten asked when the bonds would expire.

Pam Simecka stated the bonds would expire in 2016, when the sales tax sunsets.

Commissioner Buhler inquired on the use of the debt service reserve fund.

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Pam Simecka stated they would reduce the reserve fund and use that money to pay off some of the outstanding principle on the bonds and borrow less with the new bonds.

Councilmember Alcalá moved to approve the amendment to the agreement. The motion was seconded by Councilmember Everhart.

Joseph Ledbetter read line 4 of the 2004 sales tax question as follows, "SE Croco Road from U.S. 40 Hwy (6<sup>th</sup> Street) to SE 29<sup>th</sup> Street." He stated line 3 of Attachment A, the Sales Tax Infrastructure Project Schedule, of the Interlocal Agreement, (Shawnee County Contract No. C334-2004 and City of Topeka Contract No. 34790) should reflect "SE 29<sup>th</sup>" instead of "SW 29<sup>th</sup>." He requested the error be corrected before approving the amendment to the agreement. He questioned the use of \$1.5 million of the sales tax funds to widen 1/3 of a mile south of SE 29<sup>th</sup> Street on SE Croco Road. He asked if the amendment (\$1.6 million cash savings) rectifies the project because that portion of road improvements was not included in the 2004 ballot question verbiage. He stated he is glad the life of the bonds would not extend past the sunset of the sales tax.

Mary Feighny, Assistant City Attorney stated in her opinion the typographical error referenced by Mr. Ledbetter is not relevant to the amendment being considered.

Pam Simecka stated this is the first time she has been made aware of the concerns raised by Mr. Ledbetter; however, she would contact the Shawnee County Finance Director and discuss the matter. She noted the amendment strictly relates to the refinancing of the Topeka Boulevard Bridge.

Chairman Archer requested Mr. Ledbetter give all documentation to Pam Simecka for review and to report her findings to the JEDO Board.

The motion to approve the amendment to the agreement carried unanimously. (6-0-0)

**DISCUSSION on the Interlocal Agreement between Shawnee County (Contract No. C334-2004), the City of Topeka (Contract no. 34790), and the Joint Economic Development Organization (Contract No. C-1-2010) addressing the use of 10% of GO Topeka funding for economic development for socially and economically disadvantaged individuals and businesses; and changes to the Minority & Women Business Development Advisory Council.**

Councilmember Gray requested to explore the option of replacing current Advisory Council members with new members appointed by the City Council and the Shawnee County Commission. He stated each Councilmember and each Commissioner would appoint one person to the board to allow input from citizens. He reported he reviewed the documentation he received from GO Topeka and The Greater Topeka Chamber of Commerce and noted he has questions relating to the information he received.

Chairman Archer requested GO Topeka provide a presentation on the Entrepreneurial & Minority Business Development Program prior to addressing Councilmember Gray's questions.

Steve Briman, GO Topeka Executive Board Vice President reported the Entrepreneurial & Minority Business Development Program, (EMBD) formerly know as the Disadvantaged Business Enterprise Program, is a primary focus of GO Topeka that has evolved into a national competitive program. He stated the program is available to all Shawnee County entrepreneurs; however, the program's focus is minority, women and low to moderate income entrepreneurs and business owners. He stated the Advance Automation Robotics Program is a great example of the Council's partnership and collaboration with the community and the robotics program

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idea was generated from the Minority & Women Business Development (MWBD) Council and the EMBD Program of GO Topeka. He reported a representative from the Ewing Marion Kauffman Foundation Urban Entrepreneur Partnership Program communicated to him that one of their Board members is interested in learning how they may partner with the EMBD Program of GO Topeka and their future efforts. He noted the Company's interactions with economic development programs on a national level and their appreciation of the holistic approach of serving entrepreneurs by providing ecosystems for business.

Doug Kinsinger, President and CEO of the Greater Topeka Chamber of Commerce stated pursuant to the agreement with GO Topeka and JEDO they have successfully built the EMBD Program from the 10% of funds allocated annually for the program. He noted they have submitted quarterly reports since the outset of the program. He provided a brief overview of the outline and structure of the Advisory Council. He reported the purpose of the MWBD Council is to act as a liaison between the community and GO Topeka; expand the outreach of the EMBD Programs and GO Topeka resources; evaluate and identify existing programs and make recommendations on how to best utilize the already existing resources for programs as defined by JEDO; and make recommendations for additional programs. He stated the composition of the Council directly reflects the population they are asked to represent and serve, moving away from a social needs focus to a focus on job creation, entrepreneurship, economic development and work force skill sets. He reported the Council consists of ten (10) members dedicated and committed to the job, providing excellent leadership and program guidance to GO Topeka.

Diana Ramirez, Minority & Women Business Development Council Chairman, stated the purpose of Entrepreneurial & Minority Business Development funding program is to increase the accessibility, visibility and viability of entrepreneurialism and small business growth for MWBD defined entrepreneurs in the community and to promote economic development in Topeka and Shawnee County. She stressed the importance of supporting new and existing businesses so they can have success in the community and continue to grow businesses in Shawnee County. She introduced Lonnie Williams, 2011 chair elect and small business owner of L&J Building Maintenance and asked all MWBD Council members present to stand for recognition.

Cyndi Hermocillo-Legg, Vice President of Entrepreneurial & Minority Business Development of GO Topeka provided a brief overview of the following information and thanked JEDO Board members for their guidance and financial support of the EMBD and MWBD Programs.

#### EMBD Program Outcomes for 2009-2010

##### Training/Education:

59 Workshops = 1,938 entrepreneurs/professionals serviced  
Evaluations 4.0 or Higher (5 being the highest)

##### Number of Small Businesses Counseled:

536 Entrepreneurs  
79% are from the priority population (Minority, Women, Low to Moderate Income)  
182 of total were materially assisted

##### First Step FastTrac Programs:

450 Total graduates  
157 Total graduates in operation today

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Entrepreneurial Track:  
Renders a Feasibility Plan

The Child Care Track:  
Renders a Business Plan  
(26) KHDE Hours toward License  
College Credit (ACCC, HCCC)  
Parent Handbook and Contract

EMBD Programming Receiving National Exposure:

Community Development Financial Institution – US Treasure Endorsement of the Topeka Shawnee County First Opportunity Fund, L.L.C. (TSCFOF).

- Capital led strategies that specifically serve Low Income Target Markets
- Capitalized to date - \$404K
- Portfolio – 4 loans made to LITM entrepreneurs - \$28K

Institute for Competitive Workforce cited GO Topeka's EMBD as a national model to follow.

- Diverse training/educational components to service entrepreneurs/professionals.
- Number of entrepreneurs served and evaluated.
- Microloan product – TSCFOF.
- FSFT Program

EMBD Programming Receiving National Exposure: Advanced Automation Robotics

GO Topeka's EMBD & MWBD Council Benefits

- Targeted effort in California Corridor – Highland Park High School
- First of its kind in the nation
- Fall 2011 – 18 students enrolled and after pilot will have maximum enrollment of 24 in each section.
- Services all three (3) U.S.D. 501 High Schools
- Washburn Tech – Phase 2 will service the post-secondary option Summer 2012
- Sole Merit Certification Site for the State of Kansas by the end of 2012
- Support Existing Businesses – 36 in the state of Kansas that use this specific robot.

Councilmember Gray expressed his appreciation and thanked EMBD and MWBD representatives for the presentation. He stated the intent for the discussion was to remove the responsibility of selecting Advisory Council members from GO Topeka to the City Council and Shawnee County Commission, forcing elected officials to be held accountable for their selections. He asked how the members of the MWBD were selected and who specially selected the current members to serve on the Advisory Council.

Cyndi Hermocillo-Legg reported Advisory Council appointments are an annual endeavor by the current Council members. She reported the candidates must have a certain amount of small business knowledge, understand job creation and workforce development; vacancies are advertised to the public; current Council

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members canvas the community for viable candidates; and free social networking is utilized to advertise vacancies. She noted vacancies are advertised as a public volunteer position; however, the position requires extensive personal involvement and hard work.

Councilmember Gray stated it was his understanding the Advisory Council believes the City Council and the Shawnee County Commission do not have the ability to select candidates that would further economic development for the community.

Doug Kinsinger stated it was not the intent of the Advisory Council to make implications, and references made to social needs were based on past experiences. He reported all Advisory Council member selections are presented to the GO Topeka Board for approval and GO Topeka is held accountable by the JEDO Board for the results of MWBD. He noted the quality of people serving on the Council have only improved over the years as evidenced by the success of the programs.

Councilmember Gray stated he does not question program capabilities. He referenced the budget sent to him by Mr. Kinsinger and asked if the listing of 1.5 (Full-Time Employee) FTE assigned to the program is a standard accounting procedure when listing employment positions for Go Topeka programs.

Doug Kinsinger stated they try to be as precise as possible in regards to accounting measures for each program. He reported 1.5 FTE is what is needed for this particular program; however, all programs are different.

Councilmember Gray asked Mr. Kinsinger if he believes the City Council and the Shawnee County Commission have the capability to select Advisory Council members that would further economic development.

Doug Kinsinger stated he believes the Greater Topeka Chamber of Commerce and GO Topeka have very good community contacts, as well as, business community contacts that perhaps not every organization or person would have, a benefit JEDO receives by hiring GO Topeka.

Councilmember Gray asked for legal justification as to why GO Topeka does not have to follow the regulations of the Kansas Open Records Act or the Kansas Open Meetings Act.

Doug Kinsinger stated their attorney has researched the matter and determined GO Topeka is an independent contractor with JEDO; therefore, they are not required to follow the regulations.

Councilmember Gray requested a copy of the legal opinion.

Councilmember Manspeaker asked how many Advisory Council members are Greater Topeka Chamber of Commerce members; do any Advisory Council members serve on a civil rights boards; would the four (4) jobs mentioned relating to the robotics program be located in Topeka; does the Advisory Council conduct regularly scheduled meetings; and does the Advisory Council have by-laws in place.

Cindy Hermocillo-Legg stated the Advisory Council members must be a Shawnee County resident, a minority, women or low to moderate income business owner, and Chamber membership is not required. She also stated she would assume there are some Council members that are members of civil rights boards and noted the MWBD organization is a member of civil rights organizations as a testament of what the program represents. She reported the four (4) jobs mentioned would not be located in Topeka-Shawnee County; however, by training Shawnee County residents it provides a work force with specialty training that employers would utilize

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all over the state of Kansas. She stated the Advisory Council has regularly scheduled monthly meetings, as well as, several different subcommittee meetings.

Doug Kinsinger stated the EMBD and MWBD both operate under GO Topeka By-Laws.

Councilmember Manspeaker requested a copy of GO Topeka's By-Laws. He expressed concern with using taxpayer money to train people that do not plan to stay in the community. He stated the community needs jobs right now and he believes it is their responsibility as elected officials to protect every citizen that pays sales tax. He stated he concurs with Councilmember Gray and believes that each City Councilmember and Shawnee County Commissioner should be allowed to appoint people to the Advisory Council.

Councilmember Gray moved to replace all current Advisory Council members with new members appointed by the City Council and Shawnee County Commission (one appointment per elected official) for a two-year term.

Mary Feighny, Assistant City Attorney stated the original agreement would have to be amended at this time or an amendment could be made at the end of the year when the agreement is renewed (December 31, 2011).

Councilmember Gray withdrew the motion to amend the contract at this time. He stated he would prefer to provide a better understanding to the community of the changes being requested and work to gather community support. He stated he would wait to amend the contract until the contract renews at the end of the year (December 31, 2011).

Councilmember Gray moved to defer action on the amendment until the next JEDO Board meeting. The motion died due to a lack of a second.

Councilmember Alcalá spoke in support of the Advisory Council and stated he was involved in the creation of the EMBD Program when the sales tax was implemented. He stated diversity runs deep with past and present Council members and he feels comfortable with the make-up of the Council and the current process of selecting Council members. He asked Ms. Hermocillo-Legg to report on the FastTrac Program.

Cindy Hermocillo-Legg reported the FastTrac Program is based on a Ewing Marion Kauffman pre-built curriculum. She stated they have expanded the training aspect of the program through educational workshops, technical one-one needs, as well as, the implementation of the robotics program.

Councilmember Alcalá spoke in opposition of changing the process at this time and stated he believes the process is fair because he has provided several candidate names to the Council for consideration. He stated the economy is tough right now for everyone and it is even more difficult to start a diverse company and create a large number of jobs. He stated in his opinion, the programs are in the developmental stages and he is confident the Council would continue to work hard to grow the programs and the community job base.

Councilmember Manspeaker questioned why \$229,000 of the money allocated to the Council in 2010 was not distributed during tough economic times.

Councilmember Alcalá stated the concept to apply for funds has changed. He reported the Council did not distribute the entire amount allocated to them in 2010 because they require all businesses to have a business plan in place and the potential to be successful, if these two requirements are not in place, the Council would be setting the applicant up for failure.

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Councilmember Everhart commended the Advisory Council for their involvement of implementing the robotics program and the grand opening event at the Highland Park High School. She stated she is hopeful jobs would be located in Topeka; however, the program is training young adults for a real job in the work force and that is what is important.

Councilmember Ortiz thanked the Council for thinking outside the box in promoting minority businesses. She commended the owner of Chavez Cleaning Service a minority business that overcame the challenges of starting and building a minority business in the community.

Commissioner Buhler commended the Advisory Council for their hard work and the successes generated. She stated she appreciates the focus group discussions that were offered to small communities and their business owners. She noted the community is fortunate there are two entities that focus on bringing large companies to the community and assisting with small business needs.

Councilmember Manspeaker expressed concern with the public transit requirement not being included in writing, in the Mars Company agreement. He asked how people located inside city limits, with no vehicle and no money to pay increasing bus fares are expected to be able to get to the Mars Company Plant for a job.

Doug Kinsinger reported the intent of the Mars Company was to be included on a public transit route; however, the final agreement would be negotiated between the Topeka Transit Authority and the Mars Company.

Councilmember Gray stated he continues to disagree with how members are appointed to the Advisory Council; however, he believes the discussion was beneficial and provided an opportunity for the citizens of Topeka to become more aware of the appointment process.

No further business appearing the meeting was adjourned at 7:11 p.m.



JEDO CONTRACT NO. C-\_\_\_\_- 2011

AGREEMENT FOR SERVICES

**THIS AGREEMENT** is entered into this \_\_\_ day of December, 2011, by and between the GROWTH ORGANIZATION OF TOPEKA/SHAWNEE COUNTY, INC., a non-profit Kansas corporation, hereinafter referred to as GO Topeka and the JOINT ECONOMIC DEVELOPMENT ORGANIZATION, hereinafter referred to as the JEDO, a duly organized separate legal entity authorized by K.S.A. 12-2904(a) which was created by the Interlocal Agreement between the Board of County Commissioners of the County of Shawnee, Kansas, hereinafter referred to as the County, and the City of Topeka, Kansas, hereinafter referred to as City, dated November 1, 2001.

**WHEREAS**, the JEDO has as its principal mission the support of a strong economic development program designed to expand employment, strengthen the tax base and diversify and strengthen the Topeka and Shawnee County economy; and

**WHEREAS**, GO Topeka is an existing non-profit Kansas corporation, whose sole purpose is economic development within Topeka and Shawnee County; and

**WHEREAS**, the JEDO and GO Topeka have strong ties with goals and objectives that are compatible and mutually beneficial; and

**WHEREAS**, JEDO wishes to extend the contractual relationship with GO Topeka for calendar year 2012;

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

1. The JEDO agrees to grant Five Million Dollars (\$5,000,000.00) from its economic development fund to GO Topeka for the purpose of providing economic development services as set forth or referred to in this Agreement, including research, target marketing, existing business retention and expansion, new business recruitment, minority business development, entrepreneurial business development, infrastructure development, site acquisition and development, incentive funds, workforce training and expansion, and other such activities deemed necessary and appropriate. Such services are more fully described in the 2012 Business Plan authored by GO Topeka, attached hereto as Attachment A, and incorporated into this Agreement as if fully set forth herein.

2. The term of this Agreement shall be for one (1) year from January 1, 2012 to December 31, 2012. The term of this Agreement shall be extended beyond this term only upon written agreement of the parties unless either party terminates this Agreement by written notice to the other party given as provided in paragraph 9.

3. For the year 2012, GO Topeka shall receive Five Million Dollars (\$5,000,000) from the JEDO pursuant to paragraph five of the Interlocal Agreement establishing the JEDO (Shawnee County Contract No. C261-2001 and City of Topeka Contract No. 31439, or in accordance with the terms of any successor Interlocal Agreement that may be executed between Shawnee County and the City of Topeka). GO Topeka understands the payment of said money is subject to the distribution schedule of the Department of Revenue of the

State of Kansas who will collect and distribute the retailers' sales tax enacted for a twelve (12) year term beginning in year 2005. GO Topeka shall set aside Fifteen Thousand Dollars (\$15,000) of this money to pay for the expenses of the JEDO. GO Topeka shall make payments on amounts owed to the County and City from this distribution.

4. The parties mutually agree that no expenditures shall be made from grant funds by GO Topeka, except as specified in the budget submitted by GO Topeka attached hereto as Attachment B, and incorporated into this Agreement and all amendments of such budget approved by both parties as if fully set forth herein.

5. In performing its duties and responsibilities hereunder, the parties acknowledge and agree that GO Topeka is and shall be an independent contractor and not a partner, officer, agent, or employee of the JEDO, the City, or the County.

6. GO Topeka shall submit to the JEDO an annual Business Plan and budget in substantially the same form as Attachments A and B, reflecting the expenditures to be made during the fiscal year to be used only in accordance with the terms of this Agreement. Such funds shall be used during the contract period unless otherwise agreed upon by both parties, in writing by an amendment to this Agreement.

7. GO Topeka agrees to submit to the JEDO updated quarterly program status reports, as well as quarterly financial statements. Quarterly statements shall be submitted to the JEDO within forty-

five (45) days after the close of each quarter. Additionally, GO Topeka will submit an annual program report and financial statement to the JEDO after the conclusion of the program year covered by this Agreement. Go Topeka agrees to respond promptly to written inquiries from both voting and non-voting members of the JEDO.

8. Both parties understand that GO Topeka may incur budgeted expenses that are not due and payable until after the close of the current term of this Agreement. If, as anticipated, an Agreement between the JEDO and GO Topeka continues for the following year, a cash carry-forward may be allowed with the written agreement of both parties to this Agreement executed before the 31st day of December of each year.

9. It is understood and agreed that either party may terminate this Agreement at either party's sole discretion by giving the other party notice in writing of such termination, not less than one hundred twenty (120) days prior to termination. The JEDO agrees that if it terminates the Agreement that it shall pay any payments which are referred to in the approved budget which come due within the one hundred twenty (120) day notice period. Upon termination of this Agreement, no further funds shall be payable or paid hereunder, except as otherwise provided herein. In any event, all obligations and commitments made before this Agreement is terminated will be honored by both parties which are described or referred to in the approved budget. Notice shall be

**JEDO CONTRACT NO. C-\_\_\_\_ - 2011**

**CASH CARRY-FORWARD AGREEMENT**

**THIS AGREEMENT** is entered into this \_\_\_\_\_ day of December, 2011 by and between the GROWTH ORGANIZATION OF TOPEKA/SHAWNEE COUNTY, INC., a non-profit Kansas corporation, hereinafter referred to as “GO Topeka” and the JOINT ECONOMIC DEVELOPMENT ORGANIZATION, hereinafter referred to as “JEDO,” a duly organized separate legal entity authorized by K.S.A. 12-2904(a) which was created by the Interlocal Agreement between the Board of County Commissioners of the County of Shawnee, Kansas, hereinafter referred to as “the County,” and the City of Topeka, Kansas, hereinafter referred to as “the City,” dated November 1, 2001.

**WHEREAS**, in accordance with the parties’ current Agreement for Services, the parties mutually desire to enter into this Cash Carry-Forward Agreement.

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

1. GO Topeka shall be permitted to carry forward into 2012 an amount not to exceed nine million dollars (\$9,000,000) for the purpose of providing economic development services as set forth or referred to in the parties’ current Agreement for Services.
2. The term of this Cash Carry-Forward Agreement shall be for one (1) year from January 1, 2012 to December 31, 2012.
3. This Cash Carry-Forward Agreement may be amended by mutual, written agreement of the parties only.

4. This Agreement represents the entire agreement between the parties and may be amended only by written agreement signed by both parties.

**IN WITNESS WHEREOF, JEDO and GO Topeka have executed this Agreement.**

Dated: \_\_\_\_\_

**JOINT ECONOMIC DEVELOPMENT ORGANIZATION**

By: \_\_\_\_\_  
Bob Archer, Chairman

Dated: \_\_\_\_\_

**GROWTH ORGANIZATION OF TOPEKA/SHAWNEE  
COUNTY, a non-profit Kansas corporation**

By: \_\_\_\_\_  
Doug Kinsinger, President

PO Box 4162

Topeka, KS 66604

Phone: (785) 256-0552

Visit us online at : <http://www.winstonmeriwether.com>

"It is no crime to be ignorant of economics, which is, after all, a specialized discipline and one that most people consider to be a 'dismal science.' But it is totally irresponsible to have a loud and vociferous opinion on economic subjects while remaining in this state of ignorance." ~ Murray Rothbard

### 2012 Economic Development Plan - Overview

Winston/Meriwether, LLC (W/M) proposes to serve as the principal leader of economic development in Topeka and Shawnee County and will:

- 1) Manage the proposed Economic Development Program (EDP) for the JEDO, and provide information to the JEDO so the body can make more informed decisions, and present opportunities as they arise.
- 2) Maximize the use taxpayer funds, while returning \$3,700,000 to the JEDO – where elected officials, who are accountable to the voters, can oversee the use of funds.
- 3) Develop and market the advantages of living and working in our community
- 4) Champion *innovative, dynamic, and engaging* methods of attracting and retain **talent**
- 5) "Ignite" the entrepreneurial community of Topeka/Shawnee County
- 6) Work to enhance the quality of life for every citizen

Although a nascent business, W/M and company founder and President have creatively and aggressively pursued numerous opportunities to advance business and community interests, principles of sustainability, and economic development. In fact, we have diligently built relationships and opened channels of communication with numerous local, national, and multi-national businesses, organizations; and have contributed countless hours to various local grassroots and "startup" causes.

With the support of the JEDO and fellow taxpayers, we will continue to actively encourage both working *and* living in Topeka and Shawnee County – spurring investment and championing excellence.

To achieve this goal, our proposal places extraordinary emphasis on meaningful programming and impactful economic development - based on extensive research of the issue and evidence of practical application. In doing so, we will help create businesses, institutions, and amenities of enduring value and a culture of optimism.

***These are the things that could one day yield the kind of homegrown success stories that once made Topeka famous.*** Our strategies (listed later) are therefore designed to encourage:

- 1) Corporate relocation and local expansion
- 2) Workforce training – matched to demand and potential
- 3) Entrepreneurship
- 4) Urban development and renewal
- 5) Retail sales
- 6) Tax-base expansion as well as support for housing and building value
- 7) Cultural programs (e.g. NOTO, the Fiber Arts District, WUSIC), and;
- 8) Transportation – public transportation, infrastructure
- 9) Sustainability
- 10) Greater quality of life

Naturally, our proposed Economic Development Plan (EDP) will continue to identify potential businesses, industries, and other opportunities to achieve the JEDO's mission. In addition, we will continue providing many of the same services to the community and prospective employers as our predecessor. However, our intent is to provide a comprehensive, innovative, dynamic, and engaging strategy that is designed to lead the community forward – creating opportunities for entrepreneurs and outside businesses alike.

In addition, we will actively communicate directly with key decision makers, entrepreneurs, as well as regional and national organizations such as: chambers of commerce, traditional economic development organizations, not-for-profit groups, developers, and of course business executives and community leaders.

### **The Opportunity for Change**

- 1) Will Topeka and Shawnee County again foster great businesses and institutions of renown – that provide primary jobs, enhance our community, and help pay for our roads and schools?
- 2) Will our young people want to live and work in Topeka or Shawnee County when they graduate from high school?<sup>1</sup>
  - The population of Topeka has remained essentially flat since 1960; whereas Lawrence, KS has grown approximately 24% every decade.
- 3) Will new employees want to live in Shawnee County, while some large employers market Lawrence and Kansas City's advantageous proximity?
  - There are EIGHT daily vans that leave Lawrence, THREE from Kansas City (including one from the Legends Shopping Center) that shuttle state workers into the city and home at night.<sup>2,3</sup>

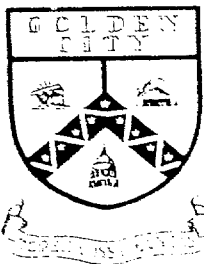
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<sup>1</sup> United States Decennial Census

<sup>2</sup> <http://www.da.ks.gov/fm/cmp/information/VanPoolCoordinators.htm>

<sup>3</sup> Janet Reid, "Commuter costs cut into Lawrence living," The Lawrence Journal World, April 21, 2009 – articles notes that a 15-passenger van leaves at 8 a.m. and returns at 5:15 p.m.





# CITY OF TOPEKA

HUMAN RELATIONS COMMISSION  
215 SE 7TH STREET ROOM 170  
TOPEKA, KS 66603-3914  
PHONE: 785-368-3606  
FAX: 785-368-3609

To: Mayor Wagnon  
From: Elias L. Garcia, Exec. Director - HRC  
Re: Small Business participation  
Date: October 3, 1998  
cc: Robert Bugg, CAO Office. John Johnston, Housing Neighborhood Development

Just to summarize our discussion with Lazone Gray and subsequent action items to be addressed by our next meeting regarding this matter, tentatively set for November 1998.

**Issue:**  
Topeka small businesses are not having success in attaining contracts with the City of Topeka.

**Goal:**  
To enhance small business participation by identifying city goods and services that fall under a designated dollar threshold and award those items to legitimate small businesses who can deliver.

- Initial Action Items:**
1. Immediate search and identification of all Small and/or Minority and Women Owned Businesses in Topeka. interested in doing business with the city
  2. Immediate identification of items within city departments that fall under the threshold that would allow for direct contracting with Small and/or Minority and Women Owned Businesses
  3. Interested companies submit a company profile to HRC who will generate a database of #1
  4. All city departments identify goods and services that meet threshold criteria, construct a list of those items and generate a database of # 2 coordinated by Robert Bugg

- Identification / Recruitment**
- Capital Journal - Business Section
  - Cable Channel 4
  - NLA newsletters, meetings, etc.
  - HRC contacts
  - Church Bulletins
  - Community Minority Business Newspapers

**Final Action Item**  
 "City of Topeka Small Business Expo"  
 Sponsor a business expo where representatives from city departments and small business and/or Minority and Women owned disadvantaged business enterprises come together to share information regarding city goods and services that meet the criteria of this initiative.

Please let me know if there is more that should be added to this tentative plan of action. Muchas Gracias

November 14, 2000

629 SE Quincy Topeka, Ks 66603 785-232-4272/5976 Fax  
7530 Troost Kansas City, MO 64131 816-333-5650

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## MEMORANDUM

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To: Joan Wagnon, Mayor  
Re: Quarter Cent Sales Tax

Dear Mayor,

I congratulate Topeka/Shawnee County voters for their decision to make economic development a reality and not just talk at their expense. As you may know, I have been a advocate for economic and business development for some time now and I also been recognized for my efforts to secure more contracting opportunities for the minority businesses in Topeka and Shawnee County by the State of Kansas as well.

I hope to encourage the inclusion of minorities in the decision-making process because this city or county has not fulfilled the business aspirations of minority business concerns. Along with others, I have proposed to allow a percentage based on the minority population to be used for the development and expansion of minority businesses in Topeka/Shawnee County. I believe minorities are about 13% of our local population. This can add a new hope into a group of people that have always expressed to me and at different forums that they're concerns are not met.

I believe it is fair to say that minority businesses receive less-than 5% in the \$80 million of annual local government contracting and grant funds. I hope you agree with me that the city and county can do better than that and that this "new opportunity" can become a big asset in turning these numbers around. Every citizen pay taxes in some form or other, and to not have equal access or opportunity to make decisions or prosper from economic development activity is merely a one-sided decision.

Within your wisdom I hope you see that this is a real opportunity to mend the past and prepare for a future unlike before. Other communities in Topeka can be prosperous, but only when those citizens are a part of the solutions and not just someone receiving the programs and ideas of people whom don't reside there. I have also proposed that priority be given to qualified Topeka/Shawnee County businesses on all contracting derived from the sales tax. As you draft your interlocal agreement I hope that both the city and county can come up with the wording that will be clear, direct and set out your commitment to equality for all your taxpaying citizens

I look forward to meeting with you to address these particular issues and to further answer any questions you may have. Minority representation in the decision making and oversight process will only add insight that would normally be missed and will further encourage these businesses that there is fair representation for equal taxation.

Sincerely,

  
W. Lazonie Grays  
President/CEO

Cc: Ted Ensley, Commissioner

②

Re: Extended Quarter Cent Sales Tax

Objective:

1. A proportion based on the US 2000 Census minority population, to be used for the development and expansion of minority businesses, and
2. Priority be given to Topeka/Shawnee County businesses on all contracting activities derived from the extended quarter-cent sales tax, and
3. The decision-making body of this new economic opportunity be a reflection of the community and tax dollars that made this opportunity possible.

Possible Use of Funds for Minority Business Development & Expansion:

Topeka/Shawnee Co. Minority Population: 21%

- Marketing and Advertisement assistance
- Micro-loans
- Small business grants
- Consultation/Mentorship
- Low cost and affordable business services: tax, internet, legal...

Main Office 629 SE Quincy Topeka, KS 66603 785-232-4272 785-232-5976 Fax  
Kansas City Office 7530 Troost, 301 Kansas City, MO 64131 816-333-5650 775-599-8923 Fax  
Houston Office 906 Marcolin Houston, TX 77088 888-509-5444 x1107

City of Topeka, Kansas  
**Economic Development Committee**

A city official was quoted in saying that the city contracts out more than \$80 million per year and the county or state contracts out millions as well. I have believed in a well thought out approach to produce fewer mistakes and to get better results. I have taken great effort to successfully assist minority businesses in their effort to obtain more contracts, grants and increased their revenue so they can create more jobs. The public vote to extend the quarter cent sales tax for citywide economic development activities created a unique opportunity within a small scope and requires these proceeds to be distributed based on population. According to the most current US Census, approximately 21% of the Topeka/Shawnee County population are racial minorities. The Constitutional protections of equal access, opportunity, and representation are based on a basic premise that equal taxation requires just compensation and inclusion.

Having communicated with or met the current Mayor Felker, previous Mayor Joan Wagnon Shawnee County Commissioners Ted Ensly, Marice Kane and Mike Meier, and the city council members; both past and present to expressed the following concerns and proposed solutions. I believe will ensure everyone participates in this city's economic prosperity.

1. As defined by the 2000 US Census minority population, up to 21 percent of the extended quarter cent sale tax be used for the development and expansion of minority businesses.
2. Preference be given to Topeka/Shawnee County businesses on all contracting opportunities deriving from the extended quarter cent sales tax; regardless of race, color or creed.
3. The Joint Economic Development Organization; or group overseeing the overall direction and decisions be as racially diverse as the votes which made it happen.

Thank you for the opportunity to discuss these matters as they are real to many of us in the community and will help enhance what has already been set in motion for a fully prosperous city.

Possible Use of Funds for Minority Business Development & Expansion:  
Topeka/Shawnee Co. Minority Population: 21%

- Marketing and Advertisement assistance
- Micro-loans
- Small business grants
- Consultation/Mentorship
- Low cost and affordable business services: tax, internet, legal...

copy

**City Attorney's Office**

CITY OF TOPEKA  
215 SE 7th Street, Suite 353  
Topeka, Kansas 66603-3979  
785/368-3883  
Fax: 785/368-3901

Brenden J. Long, City Attorney  
Mary Beth Atwood  
Shawn Price  
Francis E. Cooke

Mary Beth Atwood  
Shawn Price  
Steven R. Eckers

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**MEMORANDUM**

**To:** Mayor Felker and City Council  
**From:** Brenden J. Long, City Attorney  
**Subject:** JEDO Contracting Process  
**Date:** March 12, 2002

At last week's City Council meeting, a citizen claimed that the Joint Economic Development Organization (JEDO) violated city ordinances, county resolutions and/or state law, when it contracted with Go Topeka to provide economic development assistance to the JEDO. Each of these laws requires the solicitation of proposals or bids for the purchase of goods or services when certain conditions exist or when the contract price exceeds a specified dollar amount. The speaker asserted that the JEDO, a public agency, violated law by failing to use a formal bid or proposal solicitation process prior to the approval of the Go Topeka agreement.

The state law that allows cities and counties to create joint agencies via an interlocal agreement doesn't specify what, if any, purchasing or contracting process must be followed by the joint agency. The law focuses on the powers and limitations of the joint agency, i.e. that it can sue and be sued, make contracts, buy and sell real or personal property, etc. There is no statutory requirement that the agency must abide by specific city ordinances, county resolutions or state law when deciding where it will spend its funds. Likewise, the interlocal agreement that created the JEDO is silent as to the contracting procedures to be used by the joint agency.

Whether the JEDO uses the city, county or state rules when purchasing goods or services is a matter for the JEDO board to discuss and decide. Concerned JEDO board members should ask that this subject be placed on a future JEDO board meeting agenda.

Please let me know if you have further questions.

BLjgl

(5)

**City Attorney's Office**

CITY OF TOPEKA  
215 SE 7th Street, Suite 303  
Topeka, Kansas 66603-3975  
785/368-3883  
Fax: 785-368-3901

City of Topeka  
215 SE 7th Street  
Topeka, Kansas 66603

Mary Beth Mudrick  
Shem Price  
Steven R. Ebberts

---

**MEMORANDUM**

**To:** Councilmember Clark Duffy  
**From:** Brenden J. Long, City Attorney  
**Subject:** JEDO Contracting Process  
**Date:** June 24, 2002

Lazone Grays recently sent an e-mail to you requesting that you ask me for an opinion concerning the legality of the procedure used by the Joint Economic Development Organization (JEDO) to contract with Go Topeka. On March 12, 2002, I responded to a similar question concerning the process used by JEDO when contracting with Go Topeka. Mr. Grays apparently feels that I did not go far enough with my opinion. Consequently, I offer the following opinion.

Based on my review of applicable state and federal law, as well as the facts as they have been related to me, I do not believe that JEDO violated any law or statute when it contracted with Go Topeka to provide economic development assistance to the JEDO. As I previously stated, there appear to be no state statutes that govern the procurement policies of joint agencies created by interlocal agreement. Further, I have not uncovered any facts which would even remotely suggest that the JEDO is in violation of any anti-discrimination laws in making its decision. If Mr. Grays has additional information that would suggest otherwise, I would hope that he would bring it forward.

I hope that this has answered the questions posed by Mr. Grays. If you believe any clarification is needed or if you have further questions, please let me know.

BJL:gl

Attachment: March 12, 2002, memorandum

6

# JEDO-Go Topeka contract ruled illegal

Posted: Wednesday, August 04, 2004

By The Capital-Journal

A Shawnee County district judge has ruled a contract between the Joint Economic Development Organization and Go Topeka for administration of economic development funds raised through a countywide sales tax passed in 2000 was "illegal, hence void."

The ruling came in a lawsuit filed by the International Black Student Alliance against Topeka, Shawnee County and JEDO, an organization formed by the city and county through an interlocal agreement. IBSA noted in its 2002 suit that it had expressed to JEDO an interest in bidding on the contract for oversight of the economic development funds, but the contract went to Go Topeka without bids.

District Judge Franklin Theis dismissed the city of Topeka and Shawnee County from the lawsuit, but ruled July 14 that JEDO should have bid the contract because it was formed in part by the city and a city ordinance requires such contracts to be put up for bids. That requirement flowed through to JEDO, which was formed by interlocal agreement, the judge ruled.

Theis gave IBSA 45 day to amend its lawsuit, seek to set aside the current contract and have the contract be put up for bids. Theis also said the city and county could use the time to consider whether to exempt the contract from competitive bidding requirements.



Are you searching for **jedo exempts**? Highlight these search terms in the article

## JEDO exempts itself from competitive bidding

Posted: Friday, August 27, 2004

By **Tim Hrenchir**  
The Capital Journal

The Joint Economic Development Organization reacted to a judge's order by voting 5-1 Wednesday evening to exempt itself from competitive bidding requirements.

Shawnee County counselor Rich Eckert said the move was expected to enable JEDO to defend itself in a lawsuit that prompted District Judge Franklin Theis on July 14 to void JEDO's contract with Go Topeka to administer economic development funds raised through a quarter-cent countywide sales tax passed in 2000.

The International Black Student Alliance filed the suit against Topeka, Shawnee County and JEDO, an organization formed by the city and county through an interlocal agreement.

The suit, filed in December 2002, said IBSA had expressed to JEDO an interest in bidding on the contract for oversight of the economic development funds, but JEDO awarded the contract to Go Topeka without giving anyone else a chance to bid for it.

Theis dismissed the city and county from the lawsuit, but ruled July 14 that JEDO should have asked for bids for the contract because it was formed in part by the city, and a city ordinance requires such contracts to be put up for bids.

Theis gave IBSA 45 days to amend its lawsuit, seek to set aside the current contract and have the contract be put up for bids. Shawnee County District Court records show IBSA on Tuesday filed a motion asking for an extension of time in the case.

Theis also said July 14 that the city and county could use the 45-day period to consider whether to exempt the contract from competitive bidding requirements.

Eckert said he modeled the bidding resolution established Wednesday after the one currently used by Shawnee County. He said the resolution sets a policy that allows JEDO to follow what is a common practice among governmental entities by choosing not to require bidding for professional services, such as economic development or legal, engineering or architectural work.

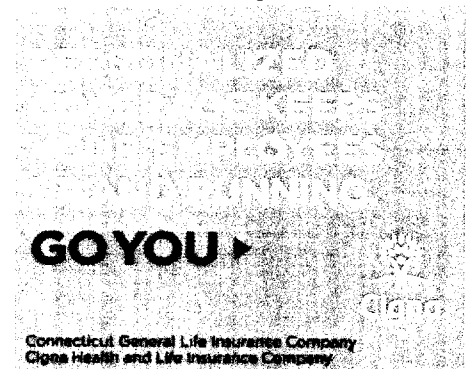
"That's because the low bidder is not always the best option," Eckert said. "You want to balance that out with talent."

Tim Hrenchir can be reached at (785) 295-1184 or tim.hrenchir@cjonline.com.

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**JEDO BOARD**  
**Joint Economic Development Organization**  
**Wednesday, August 25, 2004**  
**3:00 P.M.**

The JEDO Board met in the Chamber of Commerce Board Room with the following JEDO voting members present: City of Topeka Council members, John Nave, Jeff Preisner and Deputy Mayor Clark Duffy; Board of County Commissioners Vic Miller, Marice Kane and Theodore D. Ensley. Also present: Doug Kinsinger-Go Topeka/Topeka Chamber of Commerce, Mark Wittenburg-Go Topeka/Topeka Chamber of Commerce, \*Doris Williams-DBE Advisory Council, Dean Ferrell-Chamber Board-Ferrell Construction, David Kerr-SBC, John C. Bottenberg-Heartland Park, Henry McClure-McClure Real Estate, Dave Graversen-City of Topeka, Karen Weichert-Chamber Board/Midland Hospice, Jack Porteous-Go Topeka, Jeff Berke-Chamber Board/CJS Industries, Bill Griffin-Heartland Park, Jefferson George-DCI, Lydia Chan-DCI, Rob DeRocker-DCI, John Armbrust-Governor's Strategic Military Planning Commission, Richard Forester-TCVB, Nancy Griffin-HPT, Chris Bovis-HPT, Bill Griffin-HPT, Linda Ramirez Gonzalez-Chamber Board/Kansas Dept of Commerce, Senator Dave Jackson, Kathy Moellenberndt-Go Topeka, Tony Augusto-Go Topeka, \*Thomas Officer-Go Topeka, Nora Patton Taylor-Go Topeka, Doug Kinsinger-Go Topeka and Deputy County Clerk Deb Childers.

**ITEM NO. 1: Approval of Minutes of the meeting held March 3, 2004.**

A motion was made by Commissioner Marice Kane to approve the minutes of the meeting held March 3, 2004, seconded by Councilman John Nave. Motion carried unanimously.

**ITEM NO. 2: Mr. Paul Hirsch, President, Madison Government Affairs reported on the federal projects funding requests.**

Mr. Hirsch reported to date the defense appropriations bill was the only bill to be sent to the President for signature. He noted that bill had not been signed. There were 12 other appropriations bills needing to be signed and a defense authorization bill that needed to be reviewed. There were also the 9-11 Commission recommendations relating to revamping of the intelligence system for the Country, which he believed would take priority over much of the appropriations and other legislative activity.

Topeka Boulevard Bridge

Mr. Hirsch reported last year in the annual transportation appropriations bill Congress provided \$8.5 million for the Topeka Boulevard Bridge project. They requested \$20 million and authorization for the T-21 (Transportation Authorization Bill), but that bill

**ITEM NO. 8: IBSA vs. City of Topeka et al was discussed and JEDO Resolution No. 2004-1 establishing purchasing procedures involving the expenditure of JEDO funds was approved.**

Shawnee County Counselor Rich Eckert outlined the Order from the Judge in IBSA vs City of Topeka et al., and recommended JEDO approve the resolution establishing purchasing procedures for the expenditure of JEDO funds. He reported he had briefed his County clients and transmitted this document to Brenden Long with the City Attorney's office via e-mail.

City of Topeka Councilman Jeff Preisner asked if the resolution was adopted would it run until December 31, 2004. Mr. Eckert stated this procedure would follow JEDO as long as it lived, or the document was amended, etc. Councilman Preisner stated the City and County would have to enter into a new interlocal agreement due to the sales tax. Mr. Eckert agreed they should do a new agreement, but that would not change JEDO. Mr. Preisner agreed and said they could readdress the issue at that point. Mr. Eckert indicated that was correct. Mr. Preisner stated he felt it was important to have a policy in place.

City of Topeka Councilman John Nave expressed concern that City of Topeka Mayor John McClinton and others were not present and made a motion to delay this issue for two-(2) weeks. Commissioner Miller said he did not believe there was a major policy being crafted with this action; they were simply covering themselves in light of the litigation. Commissioner Miller acknowledged Mayor McClinton was aware of this item.

City of Topeka Councilman Lover Chanclor stated this would not fix the City's problem and that she felt this proposed resolution went above the Order and could warrant more study. Commissioner Miller explained the rest of the resolution established a competitive bid process and Section H established the exception that addressed the immediate difficulty. He did not believe the City necessarily had a problem because they did not have that exception, they simply chose a different course than the County.

The motion to defer the item 2 weeks DIED FOR LACK OF A SECOND.

A motion was made by Shawnee County Commissioner Ted Ensley to adopt the Resolution. Commissioner Kane seconded the motion. Motion carried with Councilman Nave dissenting.

**ITEM NOS. 9 & 10: Discussion of City of Topeka Resolution Nos. 7493 and 7494 was pulled from the agenda.**

3. Mollenberndt explained Josten's was offered an incentive of \$375,500 based upon the creation of the 200-225 jobs. This payment would be spread out over a three-year period. One stipulation in that contract was that those jobs would be retained in the community at least five years. Mr. Kinsinger emphasized not only did those jobs have to be retained, but those funds would only be paid based upon Josten's performance. Josten's would only receive the maximum amount if they fully performed. If they did not provide the jobs or retain those jobs, a portion of the money would be held back.

After a full discussion, Commissioner Marice Kane made the motion to ratify the terms of the Josten's attached incentives as outlined. Councilman Preisner seconded the motion. Motion carried unanimously.

#### ADDED DISCUSSION

Curtis Pitts updated JEDO about current events relating to the Black Expo.

Mr. Kinsinger explained DTI, Go Topeka and the Chamber were trying to work on some entryway/gateway improvements into the community. This was an effort to connect into the 8th Street corridor project, especially on the main visible part of I-70 from 6th to 10th Street. He reported Deb Miller with the Department of Transportation had advised them they had a grant source and could fund 80% of that project. She then connected them with the Kansas State Landscape Architect Department. Mr. Kinsinger asked everyone to look at the pictures on the wall. He said they were eight of the best design team ideas from the Kansas State Landscape Architect Department. He stated it would be the City Council's final decision on the grant submission. He estimated this to be a \$1 million.

Linda Ramirez Gonzalez stated she was a member of the Go Topeka Board of Directors stated as a life long member of the community she felt there were many things going on in the community for everyone.

Councilman Duffy asked the status of Section 9 of the Interlocal Agreement to this body given the County's recent action. Commissioner Miller clarified the electorate voted to repeal the sales tax. But, regarding the status of JEDO, he stated the attorney's for both City and County were currently working with the elected leadership to craft a new agreement he hoped would be put before the respective bodies prior to the half-cent sales tax being in place January 1, 2005.

Councilman Duffy restated his question about Section 9 of the Interlocal Agreement. Commissioner Miller said he did not have the Interlocal Agreement with him and did not know what Section 9 contained. He reiterated the City and County's legal counsels were working on crafting a

aw Interlocal Agreement. Councilman Duffy stated the current agreement said JEDO would be resolved one year after repeal of the sales tax. Commissioner Miller commented he felt that was moot given passage of the sales tax question. Councilman Duffy stated section 9 said neither the city or county could ask the question for the voters to repeal the sales tax. Commissioner Miller responded if the City wanted to sue the County, he believed they would be on solid legal basis to bring action, but there may be default. He noted he had not received any indication from the Mayor that he wanted to discontinue the relationship. But, what he understood from the Mayor was that he wanted the lawyers to craft an agreement setting forth the terms and conditions for a lasting relationship over the course of the sales tax.

Meeting adjourned.

  
\_\_\_\_\_  
Vic Miller  
JEDO Chair



# 2012 GO Topeka Economic Partnership Business Plan

In 2012, GO Topeka Economic Partnership will continue to serve as the **community leader in creating opportunities for economic growth that provide a thriving business climate and fulfilling lifestyle for all residents of Topeka and Shawnee County.** Our Business Plan is designed to be accountable to the Joint Economic Development Organization (JEDO) and the taxpayers of Shawnee County.

## **GO Topeka Economic Partnership- Our Unique Advantage**

GO Topeka's primary function is economic development which is vital to the growth and prosperity of Topeka/Shawnee County. Through this process of **bringing in new "outside" dollars** into the community a greater wealth and quality of place is established for our citizens and future generations. GO Topeka achieves this mainly through new capital investment, business creation and recruitment of "primary" jobs, as well as retention and expansion of existing businesses.

A second, but equally important function, is **marketing Topeka/Shawnee County internationally, nationally, regionally and locally.** Our unique marketing strategy is a complex mixture of creativity, strategy, relationships and dozens of components that come together to form a comprehensive marketing initiative. In 2012, GO Topeka will shift to a more targeted marketing focus to fully capture the audience of decision makers in our target sector industries, and to support our existing businesses and entrepreneurial development.

The lifeblood of any successful economic organization is the **relationships it forms, both within and outside of the community.** GO Topeka's existing relationships include the following: the taxpayers of Topeka/Shawnee County, existing employers, companies within targeted industries, site location consultants, and local, state, regional and national partners. These relationships develop over years of continuous interactions where a foundation of trust is established. Our clients rely on GO Topeka's knowledge to be the expert in business and industry.

The GO Topeka Team together has **over 94 years of experience working in economic development and marketing communities and organizations.** Those years have been spent building strong trusting relationships with all stakeholders, and increasing our professional expertise in economic development, which is what successful business development is based on. Our solid relationships with Kansas City Area Development Council, KC Smartport, Kansas Department of Commerce, Kansas Department of Transportation, state agencies, and Governor Brownback have had huge impacts on recent successful recruitment projects.

## **GO Topeka is a model for economic development organizations- WE CAN DO THAT**

GO Topeka and its program for recruitment have been declared a “model for economic development organizations” according to our newest corporate citizen, Mars Chocolate North America. Based on the successes GO Topeka has had since 2002 there are many other companies that believe the same thing. Additionally, GO Topeka’s Entrepreneurial and Minority Business Development program has been cited as a national model to follow by the Institute for Competitive Workforce.

As you explore the 2012 GO Topeka Business Plan you’ll learn firsthand what sets us apart from the competition. Listed below are some of those functions that we specifically perform.

1. GO Topeka provides assistance with the most current and comprehensive information available to companies that are interested in Topeka/Shawnee County for relocation, retention or expansion and who create new jobs. Samples of that information include:

- Local demographic data • Quality of life • Public infrastructure
- Business assistance programs • Real estate • Taxes, fees and regulations
- Comprehensive Sites and Buildings Database to market Shawnee County available sites and buildings.

2. We strategically market Topeka/Shawnee County to our targeted business industries through a variety of efforts including:

- Website development
- Recruitment from targeted geographic areas
- Electronic, social media and print advertising
- Site selection consultants presentations
- Tradeshows
- Multimedia presentations
- Public relations

3. GO Topeka works diligently with state, regional and community partners to ensure that a positive business environment exists in the community. Our existing business program requires a unique marketing approach and many of the community assets that attract new employers, will keep existing firms rooted in Shawnee County. There are several reasons why companies thrive in certain communities and struggle in others. These factors include:

- Proximity to markets
- Ease of international travel
- Local labor skills and availability
- Tax and regulatory environment
- Quality of life issues
- Cost of doing business
- Incentives
- Infrastructure
- Proximity to major universities and Concentration of existing industries

4. The core of any community/city is its existing businesses. GO Topeka recognizes that much of Topeka/Shawnee County’s continued job growth comes from its existing business/industry. Businesses thrive in environments that provide support - making it easy to grow and move their product to the market place. GO Topeka is committed to providing many means of assistance and support for primary employers by listening to their needs for growth – as well as finding solutions to barriers that may keep businesses from thriving in the community.

5. The Purpose of Entrepreneurial & Minority Business Development funding program is to increase the accessibility, visibility and viability of entrepreneurialism and small business growth for M&WBD defined entrepreneurs in the community and to promote economic development, recruit and job creation in Topeka and Shawnee County for qualified persons.

The Entrepreneurial & Minority Business Development provides assistance and programs to empower small, low- to moderate-income, minority and women-owned business enterprises with the knowledge and resources to build wealth and contribute to the economic betterment of Topeka and Shawnee County.

#### **Why do companies choose one location over another?**

There are a multitude of reasons ranging from reducing operating costs, gaining better access to skilled labor, establishing a presence in a particular time zone, diversifying risk, or the owner may want to enjoy a better quality of life. Every industry, company and corporate executive is different. It is the role of an economic developer to understand a company's needs and to portray the area in a positive light. This is most effectively done by providing detailed and accurate data about the community including comparisons to competing areas.

Sometimes the information speaks for itself and the company has an easy decision to make. Other times the data may be similar between areas and incentives may come in to play.

#### **How does Topeka/Shawnee County become more competitive?**

Topeka/Shawnee County must look strategically at how it can improve its infrastructure, business climate, educational and workforce development (training) programs, quality of life, and other such improvements to make itself more attractive to companies. A community is judged not only by where it is today but by where it is going.

This annual business plan will be flexible allowing quick adaptation to changing conditions and the economic development marketplace. The 2012 Business Plan is divided into the following action categories:

- **New Business Attraction of new primary jobs and investments**
- **Existing Business, Expansion and Retention of existing primary employers**
- **Entrepreneurial Development focused on cultivating and growing potential primary employers**
- **Minority and Women-Owned Business Development working to assist and grow minority and women owned businesses**
- **Workforce Development focused on developing the future workforce**
- **Research supporting the overall strategy of economic development**

In addition to these action items, GO Topeka pursues external funding for priority projects established by the governmental entities of the community.

Go Topeka is the developer of two commerce parks, Central Crossing and Kanza Fire, providing the necessary infrastructure to serve businesses in the parks and providing maintenance within the parks. GO Topeka also uses the land in the parks and proceeds received from the half-cent countywide economic development sales tax to provide incentives for job creation.

**Growth Organization of Topeka / Shawnee County, Inc.  
Forecasted Statement of Receipts and Disbursements - Cash Basis**

|  | Forecast                   |                  |                            |
|--|----------------------------|------------------|----------------------------|
|  | Proposed<br>Budget<br>2012 | Expected<br>2011 | Approved<br>Budget<br>2011 |
| <b>Receipts:</b>   |                            |                  |                            |
| Sales Tax <sup>(1)</sup>   | 5,000,000                  | 5,416,666        | 5,000,000                  |
| Investment MV change (reversing prior yr gains)                    |                            |                  |                            |
| Investment income & other(excl. EMBD)                              | 15,000                     | 38,000           | 30,000                     |
| <b>Total Revenues</b>  | <b>5,015,000</b>           | <b>5,454,666</b> | <b>5,030,000</b>           |
| <b>Expenditures:</b>   |                            |                  |                            |
| Salaries   | 457,242                    | 491,000          | 529,811                    |
| Payroll taxes and benefits <sup>(2)</sup>                          | 144,217                    | 115,000          | 133,174                    |
| <b>Total Staffing <sup>(3)</sup></b>                               | <b>601,459</b>             | <b>606,000</b>   | <b>662,985</b>             |
| <b>Departmental activities:</b>                                    |                            |                  |                            |
| Existing Business  | 62,808                     | 55,459           | 84,200                     |
| New business attraction  | 491,920                    | 902,797          | 1,019,353                  |
| Workforce development  | 60,500                     | 58,000           | 65,150                     |
| Government relations   | 21,500                     | 32,000           | 69,100                     |
| Entrepreneurial Development  | 29,100                     | 18,025           | 31,600                     |
| Research   | 11,000                     | 18,000           | 26,000                     |
| Entrepreneurial & Minority Business Dev (EMBD) <sup>(4) (5)</sup>  | 500,000                    | 532,673          | 739,361                    |
| <b>Total Departmental</b>  | <b>1,176,828</b>           | <b>1,616,954</b> | <b>2,034,764</b>           |
| Other operating expenditures                                       | 336,300                    | 335,000          | 345,700                    |
| <b>Total Operating Expenditures</b>                                | <b>2,114,587</b>           | <b>2,557,954</b> | <b>3,043,449</b>           |
| <b>Total Receipts over Operating Expenditures</b>                  | <b>2,900,413</b>           | <b>2,896,712</b> | <b>1,986,551</b>           |
| Heartland Visioning <sup>(6)</sup>                                 | 60,000                     | 60,000           | 60,000                     |
| <b>Incentives and Site Expenditures:</b>                           |                            |                  |                            |
| Anticipated expenditures on current commitments                    | 4,164,849                  | 1,578,552        | 1,300,000                  |
| Indirect site/incentive expenditures                               | 50,700                     | 24,000           | 24,000                     |
| New incentives   | 517,500                    | 1,202,439        | 1,500,000                  |
| Site improvements - Central Crossing/Com Park                      |                            | 128,348          | 50,000                     |
| Site improvements - 49th St  | 250,000                    |                  | 1,500,000                  |
| Site Improvements - Kanza Fire <sup>(7)</sup>                      | 47,500                     | 1,605,000        | 4,742,675                  |
| Site options Kanza Fire <sup>(8)</sup>                             | 800,000                    | 14,225           | 14,225                     |
| Interest on Phase 2 Kanza Fire                                     | 50,000                     |                  |                            |
| Grant expense  |                            | 187,000          | 250,000                    |
| <b>Total Incentives and Site Expenditures</b>                      | <b>5,880,549</b>           | <b>4,739,564</b> | <b>9,380,900</b>           |
| Transfer from (to) cash, investments and land held for development | 3,040,136                  | 1,902,852        | 7,454,349                  |
| <b>Net</b>   | <b>0</b>                   | <b>0</b>         | <b>0</b>                   |

**Summary of Significant Forecast Assumptions - Footnotes**

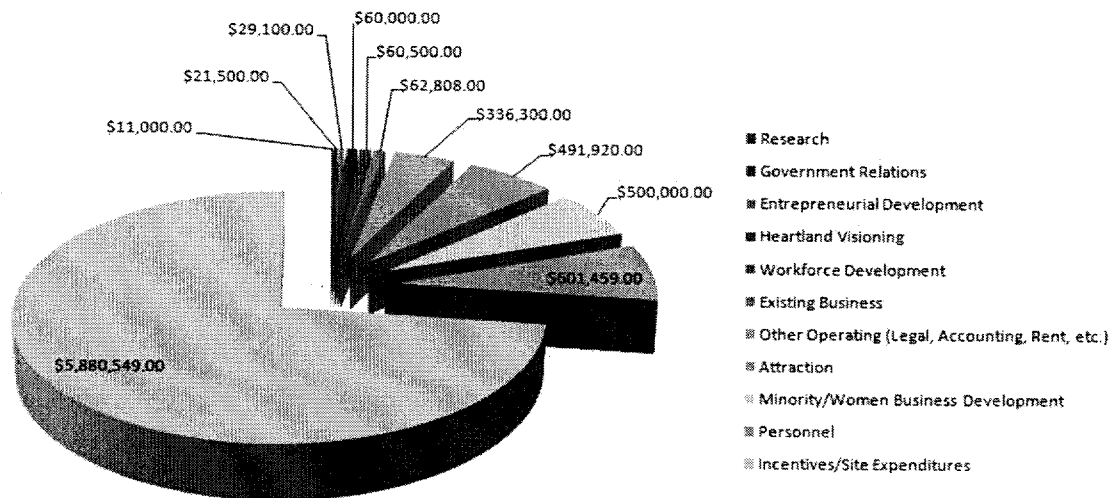
- <sup>(1)</sup> Includes 416,666 catch-up payment from 2007.
- <sup>(2)</sup> Includes estimated 10% health insurance increase July 1, 2012.
- <sup>(3)</sup> Budget for 2012 is based on 7.5 FTEs. This excludes the 1.5 EMBD FTE's.
- <sup>(4)</sup> Includes salaries and benefits budgeted for 1.5 FTEs, \$107,046 in 2012 and \$102,270 in 2011.
- <sup>(5)</sup> This amount includes EMBD program income.
- <sup>(6)</sup> Potential equal contributions on behalf of the City and County, subject to their approval.
- <sup>(7)</sup> For 2012 - Design services sewer and pump station. \$1,352,000 of the 2011 budget amount was advanced in December 2010.
- <sup>(8)</sup> Options expire end of 2012, negotiations are underway for installment purchase.



## COMPONENT BUDGET SUMMARY

| <u>GO Topeka Proposed Program Budgets</u> | <u>Proposed 2012</u>                   | <u>Approved 2011</u> |
|---|--|----------------------|
| New Business Attraction                   | \$491,920                              | \$1,019,353          |
| Existing Business                         | \$62,808                               | \$84,200             |
| Entrepreneurial Development               | \$29,100                               | \$31,600             |
| Minority/Women Business Develop.          | \$500,000                              | \$739,361            |
| Workforce Development                     | \$60,500                               | \$65,150             |
| Research                                  | \$11,000                               | \$26,000             |
| Government Relations                      | \$21,500                               | \$69,100             |
| <b>Total Program Budget</b>               | <b>\$1,176,828</b>                     | <b>\$2,034,764</b>   |
| <b>Heartland Visioning</b>                | <b>\$60,000</b>                        |                      |
| <b>Other Operating Expenses</b>           | <b>\$336,300</b>                       |                      |
| <b>Personnel</b>                          | <b>\$601,459</b> (excl. MWBD salaries) |                      |
| <b>Incentives and Site Expenditures</b>   | <b>\$5,880,549</b>                     |                      |
| <b>TOTAL Proposed Budget</b>              | <b>\$8,055,136</b>                     |                      |

**2012 GO Topeka Proposed Total Expenditures**



**TOTAL: \$8,055,136.00**

# BUSINESS PLAN COMPONENTS AND BUDGETS

## A. New Business Attraction

### **A.1 National and International Marketing** **\$120,000**

- Creative services, as needed
- National awareness advertising including *Site Selection, Business Facilities, and Target sector industry specific online channels*-shifting from print to electronic media as per the 2011-2013 Marketing Blueprint
- International awareness marketing focused on international locations with a base in identified targeted sectors
- Electronic marketing
- Marketing specifically targeted to target industry sectors
- Implementation of Social Media Strategy
- Marketing with trade associations representing the target sector industries
- Utilization of local companies executive officers for promotion of the community

### **A.2 Community Economic Development Sales** **\$134,000**

- Creative services for site selector presentations
- Consultant office presentations including hosted, and catered lunches
- Participation in Kansas Department of Commerce and Kansas City Area Development Council's hosted site consultant visits
- Participation in site consultant events and associations
- In-Community site visits for prospects and projects
- Prospect/project development
- Webinars with site consultants and industrial real estate consultants
- Visits to targeted companies
- Hosting of an event locally for site consultants centered around the NHRA Summer Nationals
- Geo-targeted marketing- marketing to businesses in similar communities that lack our assets.

### **A.3 Prospect Development/Public Relations** **\$116,000**

- Prospect in-community visits
- Prospect public relations and sales to facilitate future visits and site location
- Familiarization tours for Prospects in community
- Prospect Development with Kansas City Area Development Council
- Prospect Development with KC Smart Port
- Support of regional bioscience initiatives with

KSBIO

- Prospect Development with Kansas Research Nexus-Regional

|                               |   |                        |
|-------------------------------|---|------------------------|
| <b>A.4</b>                    | <b>Website Maintenance &amp; Enhancements</b>   | <b>\$5,000</b>         |
| <b>A.5</b>                    | <b>Professional Services</b>  | <b>\$27,800</b>        |
|                               | <ul style="list-style-type: none"><li>• Project impact analysis assessments through Impact DataSource</li><li>• Eco-Devo Project Tracker subscription and updates</li><li>• SwiftSite maintenance and enhancement</li></ul>   |                        |
| <b>A.6</b>                    | <b>Professional Development/Outreach To Economic Development Organizations</b>  | <b>\$23,120</b>        |
|                               | <ul style="list-style-type: none"><li>• Kansas Economic Development Association (KEDA)</li><li>• International Economic Development Council (IEDC)</li><li>• Industrial Assets Management Council (IAMC)</li><li>• Kansas Cavalry</li><li>• Downtown Topeka Incorporated, Inc. (DTI)</li><li>• Targeted Industry trade associations</li><li>• Commercial Industrial Developers</li><li>• South East Development Council (SEDC)</li><li>• Webinars</li></ul> |                        |
| <b>A.7</b>                    | <b>Community Outcome Reports</b>  | <b>\$15,000</b>        |
| <b>A.8</b>                    | <b>Information Technology</b>   | <b>\$1,000</b>         |
| <b>A.9</b>                    | <b>Telecommunications Expense</b>   | <b>\$3,000</b>         |
| <b>A.10</b>                   | <b>Capital Expenditures</b>   | <b>\$6,000</b>         |
| <b>A.11</b>                   | <b>Car &amp; Travel Expenses</b>  | <b>\$1,500</b>         |
| <b>A.13</b>                   | <b>Meeting Expenses</b>   | <b>\$1,500</b>         |
| <b>A.14</b>                   | <b>Postage</b>  | <b>\$5,000</b>         |
| <b>A.15</b>                   | <b>Supplies</b>   | <b>\$5,000</b>         |
| <b>A.16</b>                   | <b>Contingencies</b>  | <b><u>\$28,000</u></b> |
| <b>TOTAL COMPONENT BUDGET</b> |   | <b>\$491,920</b>       |

## **B. Existing Business/Expansion & Retention**

|   |                 |
|---|-----------------|
| <b>B.1 Existing Business Visitation</b>   | <b>\$8,000</b>  |
| <ul style="list-style-type: none"><li>• At Least 140 visits including at least 40 major employers</li><li>• “Walk-around” tours of at least four business Districts</li><li>• Two to three visits to existing Primary employers headquarters located outside Topeka and Shawnee County</li></ul>  |                 |
| <b>B.2 Existing Primary Employer Recognition Program</b>  | <b>\$2,000</b>  |
| <ul style="list-style-type: none"><li>• Recognition plaques and pictures to build relationships</li></ul>   |                 |
| <b>B.3 Existing Employer Support</b>  | <b>\$30,000</b> |
| <ul style="list-style-type: none"><li>• Partnership with Washburn University on the Six Sigma Program</li><li>• Value of Manufacturing Program to promote job opportunities in local manufacturing</li><li>• Local primary employer expansion assistance</li><li>• Relationship building with local executives.</li></ul>   |                 |
| <b>B.4 Economic Impact Analysis</b>   | <b>\$3,300</b>  |
| <ul style="list-style-type: none"><li>• Project impact analysis assessments through Impact DataSource</li></ul>   |                 |
| <b>B.5 Information Technology</b>   | <b>\$700</b>    |
| <ul style="list-style-type: none"><li>• Database (eSynchronist) updates and maintenance</li></ul>   |                 |
| <b>B.6 Marketing and Creative Services</b>  | <b>\$6,000</b>  |
| <ul style="list-style-type: none"><li>• Website support and updates</li><li>• Program marketing</li><li>• Creative services</li></ul>   |                 |
| <b>B.7 Professional Development and Community Outreach</b>  | <b>\$4,000</b>  |
| <ul style="list-style-type: none"><li>• International Economic Development Council (IEDC)</li><li>• Kansas Economic Development Alliance (KEDA)</li><li>• North Topeka Business Alliance</li><li>• Sales &amp; Marketing Executives (SME)</li><li>• Business Retention &amp; Expansion International (BREI)</li><li>• FastForward</li><li>• Kansas Workforce Summit</li><li>• CEcD Certification</li><li>• Monthly luncheons and programs</li></ul> |                 |
| <b>B.9 Telecommunications Expense</b>   | <b>\$1,296</b>  |
| <b>B.10 Car &amp; Travel Expenses</b>   | <b>\$1,800</b>  |
| <b>B.11 Meeting Expense</b>   | <b>\$1,800</b>  |

|                               |                       |
|-------------------------------|-----------------------|
| <b>B.12 Postage</b>           | <b>\$1,008</b>        |
| <b>B.13 Supplies</b>          | <b>\$504</b>          |
| <b>B.14 Contingencies</b>     | <b><u>\$2,400</u></b> |
| <b>TOTAL COMPONENT BUDGET</b> | <b>\$62,808</b>       |

**C. Entrepreneurial Development**

|  |                     |
|--|---------------------|
| <b>C.1 Program Support for Washburn University Small Business Development Center (SBDC)</b>  | <b>\$9,000</b>      |
| <b>C.2 Research development and commercialization</b>  | <b>\$5,000</b>      |
| <ul style="list-style-type: none"> <li>• Utilization of research for prospects</li> <li>• Collaboration with Mid-America Manufacturing Technology Center (MAMTC) to transfer and deploy research as entrepreneurial opportunities in the community arise.</li> </ul> |                     |
| <b>C.3 Entrepreneurial Development Support</b>   | <b>\$7,500</b>      |
| <ul style="list-style-type: none"> <li>• Entrepreneurs “Boot Camp”</li> <li>• Entrepreneurial Events</li> <li>• Develop and implement an “economic gardening” strategy</li> </ul>  |                     |
| <b>C.4 Small Business Support</b>  | <b>\$5,000</b>      |
| <ul style="list-style-type: none"> <li>• Update of Small Business Brochure</li> <li>• Update of Small Business Start-Up Guide</li> <li>• Mobile Small Business Assistance</li> </ul>   |                     |
| <b>C.5 Telecommunications Expense</b>  | <b>\$500</b>        |
| <b>C.6 Car &amp; Travel Expenses</b>   | <b>\$250</b>        |
| <b>C.7 Meeting Expense</b>   | <b>\$1,000</b>      |
| <b>C.8 Postage</b>   | <b>\$100</b>        |
| <b>C.9 Supplies</b>  | <b>\$250</b>        |
| <b>C.10 Contingencies/Unspecified</b>  | <b><u>\$500</u></b> |
| <b>TOTAL COMPONENT BUDGET</b>  | <b>\$29,100</b>     |

**Minority and Women-Owned Business Development (MWBD)**

|             |   |                  |
|-------------|---|------------------|
| <b>D.1</b>  | <b>Salaries and Benefits (1.5 FTE)</b>  | <b>\$107,046</b> |
| <b>D.2</b>  | <b>Telecommunications Expense</b>   | <b>\$2,000</b>   |
| <b>D.3</b>  | <b>Contract Services/Program Development</b>  | <b>\$1,500</b>   |
| <b>D.4</b>  | <b>Capital Expenditures</b>   | <b>\$1,500</b>   |
| <b>D.5</b>  | <b>Car &amp; Travel Expense for Client Outreach</b>   | <b>\$4,500</b>   |
| <b>D.6</b>  | <b>MWBD Council/Client Expenses</b>   | <b>\$6,500</b>   |
| <b>D.7</b>  | <b>Subscription Expense</b>   | <b>\$8,000</b>   |
|             | <ul style="list-style-type: none"> <li>• ARC GIS-ESRI (Client Business Planning/Market Analysis)</li> <li>• New Ground Publications (Client Digital Book Downloads)</li> </ul>  |                  |
| <b>D.8</b>  | <b>Professional Development and Outreach to Economic Development Organizations</b>  | <b>\$9,200</b>   |
|             | <ul style="list-style-type: none"> <li>• International Economic Development Council (IEDC)</li> <li>• National Society for Human Resources Managers (SHRM)</li> <li>• National Minority Supplier Diversity Council</li> <li>• United States Association for Small Business &amp; Entrepreneurship</li> <li>• Fast Forward</li> <li>• United States Women's Chamber of Commerce</li> </ul> |                  |
| <b>D.9</b>  | <b>Postage</b>  | <b>\$3,500</b>   |
| <b>D.10</b> | <b>Supplies</b>   | <b>\$6,000</b>   |
| <b>D.11</b> | <b>Outreach/Marketing</b>   | <b>\$6,000</b>   |
|             | <ul style="list-style-type: none"> <li>• To Priority Population (Minority, Low-Income, Women)</li> </ul>  |                  |
| <b>D.12</b> | <b>Mentor Expense</b>   | <b>\$6,500</b>   |
|             | <ul style="list-style-type: none"> <li>• Coaches – 1 on 1 small business client support</li> </ul>  |                  |
| <b>D.13</b> | <b>EMBD Client Business Education Scholarships</b>  | <b>\$4,500</b>   |
| <b>D.14</b> | <b>Small Business Orientation Sessions</b>  | <b>\$1,000</b>   |
| <b>D.15</b> | <b>Marketing/Promotions/Advertising</b>   | <b>\$8,500</b>   |
| <b>D.16</b> | <b>Community Job Creation/Entrepreneurial Grants</b>  | <b>\$15,000</b>  |
| <b>D.16</b> | <b>Client Scholarships for local TradeShows/Markets</b>   | <b>\$15,000</b>  |
| <b>D.17</b> | <b>Small Business Breakfast Buzz</b>  | <b>\$5,500</b>   |
| <b>D.18</b> | <b>Focus Groups/Polls/Research</b>  | <b>\$2,000</b>   |

|   |                   |
|---|-------------------|
| <b>D.19 Printing</b>  | <b>\$7,000</b>    |
| <b>D.20 Small Business Education and Training</b>   | <b>\$76,000</b>   |
| <ul style="list-style-type: none"> <li>• First Step Fast Trac Child Care Program</li> <li>• Ice House Entrepreneurial Course</li> <li>• Small Business HR Express Workshop Series</li> <li>• Small Business Lunch Box Series</li> <li>• Food, Facilities, Equipment, Marketing, Coaches</li> <li>• Education Materials</li> </ul> |                   |
| <b>D.21 Match funding for state &amp; federal grants</b>  | <b>\$50,000</b>   |
| <b>D.22 MWBD Council New Initiatives</b>  | <b>\$150,000</b>  |
| <ul style="list-style-type: none"> <li>• Robotics</li> <li>• Topeka/Shawnee County First Opportunity Fund</li> </ul>  |                   |
| <b>**All projects contingent upon MWBD Council majority vote and approval from GO Topeka BOD.</b>   |                   |
| <b>D.23 Legal</b>   | <b>\$3,250</b>    |
| <b>D.24 Small Business Awards</b>   | <b>\$9,300</b>    |
| <b>D.25 Information Technology</b>  | <b>\$7,500</b>    |
| <b>D.26 Contingencies</b>   | <b>\$1,000</b>    |
| <b>Revenue from registrations, ticket sales,<br/>and sponsorships</b>   | <b>(\$17,796)</b> |
| <b>TOTAL COMPONENT BUDGET</b>   | <b>\$500,000</b>  |

**E. Workforce Development**

|  |                 |
|--|-----------------|
| <b>E.1 WorkKeys High School Student Testing</b>  | <b>\$25,000</b> |
| <ul style="list-style-type: none"> <li>• Continue year 2 testing of seniors in all Shawnee County school districts</li> <li>• Development of Shawnee County School District's staff in-service education to support WorkKeys testing</li> </ul>  |                 |
| <b>E.2 Employer Workforce Support</b>  | <b>\$30,000</b> |
| <ul style="list-style-type: none"> <li>• Scientific survey of employers to determine current and future workforce skill demands</li> <li>• Topeka/Shawnee County Workforce Summit facilitated by national workforce leader(s) to support Value of Manufacturing Council</li> <li>• Development of workforce development system for Topeka and Shawnee County necessary to meet local primary employers needs and support the attraction of future</li> </ul> |                 |

jobs and investments

|  |                       |
|--|-----------------------|
| <b>E.3 Website Support and Enhancements</b>  | <b>\$500</b>          |
| • Provision of critical data for the GO Topeka website that is not available through national databases and supports the community as a productive business location |                       |
| <b>E.4 Professional Development</b>  | <b>\$500</b>          |
| <b>E.5 Telecommunications Expense</b>  | <b>\$200</b>          |
| <b>E.6 Meeting Expense</b>   | <b>\$300</b>          |
| <b>E.7 Postage</b>   | <b>\$100</b>          |
| <b>E.8 Supplies</b>  | <b>\$100</b>          |
| <b>E.9 Information Technology</b>  | <b>\$1200</b>         |
| <b>E.10 Car and Travel Expense</b>   | <b>\$1600</b>         |
| <b>E.11 Contingencies</b>  | <b><u>\$1,000</u></b> |
| <b>TOTAL COMPONENT BUDGET</b>  | <b>\$60,500</b>       |

**F. Research**

|                                     |                       |
|-------------------------------------|-----------------------|
| <b>F.1 General Data Acquisition</b> | <b>\$10,000</b>       |
| <b>F.2 Contingencies</b>            | <b><u>\$1,000</u></b> |
| <b>TOTAL COMPONENT BUDGET</b>       | <b>\$11,000</b>       |

**G. GOVERNMENT RELATIONS CONSULTANT**

|  |                       |
|--|-----------------------|
| <b>G.1 Consultant-Washington, D.C.</b> | <b>\$18,000</b>       |
| • Federal Employer retention/expansion |                       |
| • Federal grants                       |                       |
| <b>G.2 Travel</b>                      | <b><u>\$3,500</u></b> |

**TOTAL COMPONENT BUDGET** **\$21,500**

**TOTAL OPERATIONAL BUDGET** **\$1,176,828**

**OTHER OPERATING EXPENSES** **\$336,300**

**SALARIES and BENEFITS (exclusive of MWBD salaries)** **\$601,459**



|   |                      |
|---|----------------------|
| <b>TOTAL OPERATING EXPENSES</b>   | <b>\$2,114,587</b>   |
| <b>REVENUES</b>   | <b>\$5,015,000</b>   |
| • Economic Development Sales Tax-\$5,000,000                              |                      |
| • Investment & Misc. Income-\$15,000                                      |                      |
| <b>TOTAL REVENUES OVER OPERATING EXPENSES</b>                             | <b>\$2,900,413</b>   |
| <br>  |                      |
| <b>H. HEARTLAND VISIONING</b>   | <b>\$60,000</b>      |
| • City \$30,000   |                      |
| • County \$30,000   |                      |
| <br>  |                      |
| <b>I. INCENTIVES AND SITE EXPENDITURES</b>                                |                      |
| <b>I.1 Anticipated expenditures on current commitments</b>                | <b>\$4,164,849</b>   |
| <b>I.2 Commerce Parks Maintenance/Taxes</b>                               | <b>\$50,700</b>      |
| <b>I.3 New Incentives</b>   | <b>\$517,500</b>     |
| <b>I.4 Site Improvements-Kanza Fire</b>                                   | <b>\$47,500</b>      |
| • Design services sewer and pump station                                  |                      |
| <b>I.5 Site Improvements Commitment-49<sup>th</sup> Street</b>            | <b>\$250,000</b>     |
| <b>I.6 Site Options-Kanza Fire (Phase 2)</b>                              | <b>\$800,000</b>     |
| <b>I.7 Interest on Phase 2 Kanza Fire</b>                                 | <b>\$50,000</b>      |
| <br>  |                      |
| <b>TOTAL INCENTIVES AND SITE EXPENDITURES</b>                             | <b>\$5,880,549</b>   |
| <b>TOTAL RECEIPTS OVER (UNDER) EXPENSES</b>                               | <b>(\$3,040,136)</b> |
| <b>TRANSFER FROM (TO) CASH, INVESTMENTS AND LAND HELD FOR DEVELOPMENT</b> | <b>\$3,040,136</b>   |
| <b>NET RECEIPTS OVER EXPENSES AND INCENTIVES</b>                          | <b>\$ 0</b>          |



**GO Toppeka**

**ECONOMIC PARTNERSHIP**

**2012-2015 STRATEGIC PLAN**

**2012 BUSINESS PLAN**

**Economic Development**

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**2012 Business Plan**

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**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – New Business Attraction (A)**

| Strategy(s)   | Action Plan  | Performance Measurements  | Responsible Party   |
|---|--|---|---|
| <p><b>A.1. Goal: Increase employment base and provide increased business opportunities Annual Plan: Shawnee County</b></p> <p>1. Attract and Target the following sectors identified in the 2011 Targeted Industry Study:</p> <ul style="list-style-type: none"> <li>• Logistics</li> <li>• Value Added Food</li> <li>• Manufacturing</li> <li>• Back</li> <li>• Office/Financial</li> <li>• Clean Energy</li> <li>• BioScience</li> </ul> <p>Maintain an aggressive economic development program with emphasis on primary jobs in these business sectors for which we have a competitive advantage</p> <p>2. Develop an aggressive marketing campaign specifically for the premier industry site consultants</p> | <p>Marketing, trade shows, advertising will be exclusively in these sectors, utilizing electronic media and social media to actively engage the leaders in these industries.</p>   | <ul style="list-style-type: none"> <li>• Electronic marketing</li> <li>• Marketing specifically targeted to target industry sectors</li> <li>• Trade Shows and conferences in these market sectors</li> <li>• Memberships/sponsorships of Associations representing the targeted market sectors</li> <li>• Implementation of Social Media Strategy, utilizing Youtube</li> <li>• Marketing with trade associations representing the target sector industries</li> <li>• Utilization of local companies executive officers to promote the community</li> </ul> | <p>VP New Business Attraction, Assistant VP Marketing and Attraction,</p> |
|   | <p>Develop a core list of premier site consultants, focused on the targeted market sectors from which to actively and aggressively pursue for prospects. Develop a marketing campaign aimed at site consultants to include one on one visits, direct mail, email, social media and electronic media.</p> | <ul style="list-style-type: none"> <li>• National awareness advertising including SiteSelection, Business Facilities, and Target sector industry specific online channels shifting from print to electronic media as per the 2011-2013 Marketing Blueprint</li> <li>• International awareness marketing focused on international locations with a base in identified targeted sectors</li> <li>• Electronic marketing</li> <li>• Develop Site Consultant Database of the top 2500 site consultants</li> </ul>   | <p>VP New Business Attraction, Assistant VP Marketing and Attraction,</p> |

**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – New Business Attraction (A)**

| Strategy(s)   | Action Plan  | Performance Measurements   | Responsible Party   |
|---|--|--|---|
| <p>3. Customer service focus on creating and cultivating number of prospects served by GO Topeka annually.</p>  | <p>Increase the number of prospects currently served by GO Topeka by allotting all resources to develop into qualified projects.</p>   | <ul style="list-style-type: none"> <li>• Implementation of Social Media Strategy, utilizing Youtube, Linked In, Facebook</li> <li>• Actively turning prospects served into projects with formal proposals delivered.</li> <li>• Deliver formal presentation and proposals to prospects.</li> <li>• Create database of all knowledge requested for RFP's and keep current so as to have all information available to more efficiently create custom proposals.</li> </ul> | <p>VP New Business Attraction, Assistant VP Marketing and Attraction,</p> |
| <p><b>A.2. Goal: Annual Increase in number of Primary Jobs in Topeka/Shawnee County at or above the Shawnee County Average Wage.</b></p>  |  |  |   |
| <p>1. Focused leads from Geographical areas that are burdened by political, economic or geographic restrictions. Focus on geographic areas with targeted industries missing business assets that can be provided in the Topeka/Shawnee County market.</p> | <p>Develop a list of companies within the targeted geographical areas to pursue. Utilize sales protocol for purpose of mission trips. Partner with KCADC and KDOC on continued prospect development. Partner with Kansas Research Nexus to promote region to targeted industries. Develop Social Media strategy to promote Topeka as a business location of choice. Create personal relationships with Institutes and entities that conduct community ratings.</p> | <ul style="list-style-type: none"> <li>• Social Media to reach targeted markets</li> <li>• Trips to targeted companies in targeted geographic areas</li> <li>• Prospect in-community visits</li> <li>• Prospect public relations and sales to facilitate future visits and site location</li> <li>• Familiarization tours for Prospects in community</li> <li>• Partnership membership in KCADC</li> <li>• Partnership membership in KC SmartPort</li> </ul>             | <p>VP New Business Attraction, Assistant VP Marketing and Attraction,</p> |

**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – New Business Attraction (A)**

| <b>Strategy(s)</b> | <b>Action Plan</b> | <b>Performance Measurements</b>   | <b>Responsible Party</b> |
|--------------------|--------------------|---|--------------------------|
|                    |                    | <ul style="list-style-type: none"> <li>• Professional relationship development with IAMC, IEDC, KEDA.</li> <li>• Support of regional bioscience initiatives</li> <li>• Kansas Research Nexus-Regional</li> <li>• Strategic outreach to rating institutes and entities.</li> </ul> |                          |

**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – Business Retention and Expansion (B)**

| Strategy(s)  | Action Plan  | Performance Measurements   | Responsible Party                             |
|--|--|--|---|
| <p><b>B.1. Goal: Increase Primary Jobs created by existing businesses and increase level in assessed value of primary businesses already located in Shawnee County.</b></p> <p>1. Support, assist, and grow Local Primary Employers. Build relationships with existing businesses to become the primary support service for retention and expansion.</p> | <p>Connect with Existing Primary employers in Topeka/Shawnee County by conducting existing business visitation, recognition, support. Utilize impact analysis, information technology, marketing and creative services and professional development education to assist in expansion and retention of existing businesses.</p> | <ul style="list-style-type: none"> <li>• At Least 140 visits including at least 40 major employers</li> <li>• "Walk-around" tours of at least four business districts</li> <li>• Two to three visits to existing primary employers headquarters located outside Topeka and Shawnee County</li> <li>• Recognition plaques and location/plant photo's to build relationships. Face to face business</li> <li>• Partnership with Washburn University on the Six Sigma Program</li> <li>• Value of Manufacturing Program to promote job opportunities in local manufacturing</li> <li>• Local primary employer expansion assistance</li> <li>• One on one or small group relationship building with local executives.</li> </ul> | <p>VP of Business Retention and Expansion</p> |

**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – Workforce Development (C)**

| Strategy(s)   | Action Plan  | Performance Measurements   | Responsible Party  |
|---|--|--|--|
| <p><b>C.1. Goal: Support development opportunities to deliver emerging, and existing workforce, with appropriate skill sets to Existing and New Businesses in Topeka/Shawnee County</b></p> <p>1. Support existing businesses and new business in Topeka/Shawnee by facilitating the delivery of workforce with skills developed to align with needs of employers</p> | <p>Work with and support Washburn Tech in their development of programs that support job skills matched to employer needs. Create a strategy to address reaching youth beginning at the latest in the 8<sup>th</sup> grade to educate about the careers offered in Shawnee County and how to receive the training to advance into those careers.</p> | <ul style="list-style-type: none"> <li>• Continue year 2 testing of seniors in all Shawnee County school districts</li> <li>• Development of Shawnee County school district's staff in-service education to support WorkKeys testing</li> <li>• Scientific survey of employers to determine current and future workforce skill demands</li> <li>• Topeka/Shawnee County Workforce Summit facilitated by national workforce leader(s) to support Value of Manufacturing Council</li> <li>• Development of workforce development system for Topeka and Shawnee County necessary to meet local primary employers needs and support the attraction of future jobs and investments</li> </ul> | <p>VP of Business Retention and Expansion, VP of New Business Attraction</p> |



**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – Entrepreneurial and Minority Business Development**

| Strategy(s)  | Action Plan  | Performance Measurements  | Responsible Party  |
|--|--|---|--|
| <p><b>D.1 Goal: Build capital for strategies to foster public/private support and funding for small businesses in Topoka/Shawnee County First Opportunity Fund; while filling critical gaps for the underservice of entrepreneurs.</b></p> <p>1. Increase TSCFOF Portfolio of qualified clients.</p> | <p>Provide orientations</p> <p>Provide education &amp; training before, during and after loan process.</p>   | <ul style="list-style-type: none"> <li>• Conduct small business financial literacy workshops</li> <li>• Provide technical assistance to individualized clients</li> <li>• Input client intake via TEA Software System</li> <li>• Work with borrower to materialize loan application process</li> <li>• Process the day to day needs of oversight for TSCFOF portfolio.</li> </ul> | <p>VP of EMBD</p> <p>Operating Council</p> <p>Administrative Assistant</p> |
| <p>2. Capacity Building for the Operation Council Governance Structure</p>   | <p>Organize (4) Quarterly Meetings</p> <p>Prepare reports on loan fund portfolio activity</p> <p>Report TSCFOF Financials</p>  | <ul style="list-style-type: none"> <li>• Deliver (4) Quarterly Meetings</li> <li>• Recruit individuals that can work for TSCFOF mission and adhere to bylaw standards.</li> <li>• Develop reports on financials and loan fund activity.</li> </ul>  | <p>VP of EMBD</p> <p>Operating Council</p>                                 |
| <p>3. Capitalization</p>   | <p>Continue to grow the TSCFOF through public/private dollars.</p>   | <ul style="list-style-type: none"> <li>• Increase funding in total private/public dollars.</li> </ul>   | <p>VP of EMBD</p> <p>Operating Council-TSCFOF</p>                          |
| <p>4. Develop a marketing plan.</p>  | <p>Generate TSCFOF Program branding through marketing efforts utilizing a variety of methods:</p> <ul style="list-style-type: none"> <li>-Information Technology</li> <li>-New Media</li> <li>-Newspaper</li> <li>-Movie Theaters</li> <li>-Radio/PSA's</li> <li>- TV/PSA's</li> </ul> | <ul style="list-style-type: none"> <li>• Growth in utilization of TSCFOF resources and services.</li> <li>• Develop a Marketing RFP to be implemented in 2012.</li> <li>• Increase in application made to the TSCFOF.</li> </ul>  | <p>VP of EMBD</p> <p>Operating Council</p>                                 |

**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – Workforce Development (C)**

| <b>Strategy(s)</b>  | <b>Action Plan</b>   | <b>Performance Measurements</b>  | <b>Responsible Party</b>  |
|---|--|--|---|
| 5. Materialize the Community Development Entity.  | Creation of an operating policy and procedure;<br><br>Formation of a governance system for the CDE to govern, advise and make recommendations.   | <ul style="list-style-type: none"> <li>• Have P&amp;P's and governance system completed for final recommendations to Greater Topeka Chamber Foundation Board by November 2012.</li> </ul>  | VP of EMBD<br><br>Operating Council<br><br>Administrative Assistant |
| <b>D.2 Goal: Promote Growth of Shawnee County existing business of eleven start up businesses will prioritize the minority-owned, women-owned and low to moderate entrepreneur.</b> |  |  |   |
| 1. Provide Training & Education to promote strong foundation and growth for small business.   | (2) Course offering of Ice House Entrepreneurial Course<br><br>(4) Quarterly Breakfast Buzz<br><br>(1) First Step Fast Trac Childcare Program<br><br>Conduct Small Business Orientations | <ul style="list-style-type: none"> <li>• Completion of (2) Course offering of Ice House Entrepreneurial Course. Seek college credit for a non credit or for credit option with a higher institution. Hold (2) graduations to promote client achievements in the community.</li> <li>• Completion of (4) Quarterly Breakfast Buzz and seek evaluations of 4.0 or above.</li> <li>• Completion of First Step Fast Trac Childcare Program Course with an independent contractor and EMBD as oversight.</li> <li>• Completion of Small Business Orientations in Shawnee County</li> <li>• EMBD VP oversight of education and training will be ongoing to promote growth throughout course</li> </ul> | VP of EMBD<br>Operating Council<br><br>Administrative Assistant     |

**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – Workforce Development (C)**


| Strategy(s)  | Action Plan   | Performance Measurements   | Responsible Party   |
|--|---|--|---|
| 2. Initiate and materialize MWBD Council's Signature Initiative Projects | EMBD Advanced Automation Robotics Continued<br><br>Materialize SI ideas developed from MWBD Council | <ul style="list-style-type: none"> <li>• Offerings.</li> <li>• Maintain contact with all graduates</li> <li>• Where appropriate administer pre/post survey to quantify participant's knowledge growth.</li> <li>• Adhere to the signed 2011 partner contract deliverables for Robotics Program.</li> <li>• Continue to participate in advancing the growth of the EMBD A A Robotics project through existing business contacts and Motoman partnerships.</li> <li>• Continue to service the East T Opeka geographic locations with other SI projects started and determined by MWBD Council's 2009 strategic plan.</li> <li>• Guide, support and inform MWBD Council on opportunities that adhere to program mission.</li> </ul> | VP of EMBD<br>Operating Council<br>Administrative Assistant |
| 3. Small Business Awards   | Deliver Small Business Awards in May 2012   | <ul style="list-style-type: none"> <li>• Seek Sponsorship for Small Business Awards.</li> <li>• Increase attendance by 10%.</li> </ul>   | VP of EMBD<br>Administrative Assistant                      |

**Economic Development Strategic Plan  
2012-2015 Strategic Plan  
2012 Business Plan – Workforce Development (C)**

| <b>Strategy(s)</b>      | <b>Action Plan</b>   | <b>Performance Measurements</b>  | <b>Responsible Party</b>  |
|-------------------------|--|--|---|
| 4. Nav/Gate Partnership | Support and collaborate in efforts produced by Nav/Gate Partners that include: Greater Topeka Chamber, GO Topeka, GO Topeka EMBD, TSCPL, SBDC/MU and Score | <ul style="list-style-type: none"> <li>• Promote and market all (4) award categories.</li> <li>• Completion of needs assessment "Pathfinder".</li> <li>• Conduct joint orientation sessions</li> <li>• Support scholarships to workshops and training to partner organizations.</li> <li>• Create new venues and events to promote a culture of entrepreneurship in Shawnee County.</li> </ul> | VP of EMBD<br><br>Administrative Assistant<br><br>Nav/Gate Partners |

**GO Topeka**  
Economic Partnership-  
Our Unique Advantage

- Marketing Topeka/Shawnee County regionally to internationally
- Relationships inside and outside of the community
- 94 + Years of Experience



**Economic Impact to Topeka/Shawnee County based on GO Topeka Results 2002-2011**

**Total Direct Primary Jobs:**

|          |      |
|----------|------|
| New      | 4130 |
| Retained | 5040 |
| Total    | 9170 |

Total Direct and Indirect Jobs: 17,964

Salaries to be paid to Direct and Indirect Workers: \$7.63 Billion over 10 years

Taxable Sales: \$2.87 Billion over 10 years  
Source: Impact Database, Austin, Texas

Total Salaries to be paid \$7.63 Billion  
Economic Development Sales Tax \$50 Million  
Return on Investment (ROI) 152:1

**GO Topeka Results**

**GO TOPEKA RESULTS: JOBS AND CAPITAL INVESTMENT From January 2002 to August 31, 2011**

|                  | Companies receiving local incentive funds | Companies receiving no local incentives | Cumulative Totals |
|------------------|---|---|-------------------|
| Companies helped | 27  | 44                                      | 71                |
| Total Companies  | 27  | 44                                      | 71                |
| New Jobs         | 3129                                      | 1,001                                   | 4130              |
| Retained Jobs    | 3677                                      | 1,363                                   | 5040              |
| Total Jobs       | 6806                                      | 2,364                                   | 9170              |
| Investment       | \$1,018,887,500                           | \$218,412,000                           | \$1,237,299,500   |

**GO Topeka- A Model Economic Development Organization**

- Comprehensive Database
- Methods of Marketing
- Competitive Sales Message
- Existing Business Support
- Entrepreneurial & Minority Business Development

**Business Plan Action Categories**

- **New Business Attraction** of new primary jobs and investments
- **Existing Business, Expansion and Retention** of existing primary employers
- **Entrepreneurial Development** focused on cultivating and growing potential primary employers
- **Minority and Women-Owned Business Development** working to assist and grow minority and women owned businesses
- **Workforce Development** focused on developing the future workforce
- **Research** supporting the overall strategy of economic development

**Developer of Commerce Parks**

**Developer of Commerce Parks**

**2012 GO Topeka Proposed Total Expenditures**

| Category                                   | Amount                |
|--|-----------------------|
| Kanza File                                 | \$4,000,000.00        |
| Government Retention                       | \$2,500,000.00        |
| Minority/Women Business Development        | \$1,500,000.00        |
| Workforce Development                      | \$1,000,000.00        |
| Research                                   | \$500,000.00          |
| New Business Attraction                    | \$400,000.00          |
| Existing Business, Expansion and Retention | \$300,000.00          |
| Entrepreneurial Development                | \$200,000.00          |
| <b>TOTAL</b>                               | <b>\$9,055,136.00</b> |