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TOPEKA, KANSAS
2012 APR 26 AM 11:53

FROM: Doug Kinsinger and Dawn Wright

DATE: April 25, 2012

Re: 1st Quarter 2012 Report to JEDO

Please find attached for your information, the GO Topeka Economic Partnership 1st Quarter 2012 Report to JEDO.

If you have any questions, please email Dawn at dwright@GoTopeka.com.

Thank you



Economic Development

1st Quarter 2012

Report to JEDO



New Business Attraction **Team Leader: Dawn Wright**

- GOAL 1:** **Create substantial prospect activity through suspect lead generation and servicing new qualified projects that have a high level of interest in Topeka/Shawnee County.**
- Goal 1.1:** Development of 50 new prospects (viable project generation, sites/buildings proposal submitted)
- Progress 1st Quarter
- 14 New Prospects-Sites and/or Buildings submitted
- Goal 1.2:** 10 new qualified projects (formal incentive proposals submitted to company)
- Progress 1st Quarter
- 2 Projects (tentative possible incentives submitted)
- Prospect**-viable project determined/generated through Suspect Touch Points
- Project**-active project for which a proposal has been submitted to the company by GO Topeka
- Goal 1.3:** 225 personal contacts with Site Consultants and National Corporate Realtors over course of year (face to face meetings)
- Progress 1st Quarter
- Face to face meetings with 54 Site Consultants and National Corporate Realtors at NAI Global Conference, Kansas Department of Commerce meetings, Site Selectors Guild, and Industry Week Roundtables in Colorado, Florida, Nevada, and Maryland
- GOAL 2:** **Generate new community and individual wealth and prosperity through new capital investments and new/retained primary jobs that pay the average wage or higher for Shawnee County and provide health insurance for the employees.**
- Goal 2.1:** Attract new capital investment (new and expanding primary employers)
- Progress 1st Quarter
- No report 1st Quarter
- Goal 2.2:** Attract new primary jobs (new and expanding primary employers)
- Progress 1st Quarter
- No report 1st Quarter

Goal 2.3: Increase the per capita income in Shawnee County over time by attracting employers that pay at least the Shawnee County average wage of new employers
Current average: \$40,560 (2011 Second quarter, most recent available
Source: Kansas Department of Labor, Bureau of Labor Statistics)

2012 Average of New Employers: \$ _____

Percent of Average: _____%

Progress 1st Quarter

- No Report 1st quarter

Additional Attraction Actions Implemented in 1st Quarter 2012

- All marketing materials updated for 2012
- All ads placed in national publications and online sources for direct contact with target markets for 2012
- Geographic target areas for 2012 identified, and Sales plan calendar for 2012 developed
- Site Consultant In-Community Marketing Event. Fourteen Top Site Location Consultants from throughout the United States are confirmed to attend May 17 & 18, 2012 during NHRA Summer Nationals at Heartland Park Topeka.
- Attended NAI Global Conference and had booth presence with Kansas City Area Development Council-597 National NAI Brokers in attendance
- Attended North American Veterinarian Conference reception with Kansas City Area Development Council-200+ Animal Health companies in attendance
- Hosted in community site visit for short list clients
- Developed Social Media strategy for GO Topeka
- Continued development of Regional Partnership with Lawrence and Manhattan-Regional Branding Complete, Regional Website developed and beta tested-Website will go live in 2nd Quarter 2012. Multiple planning meetings attended, additional strategic planning with regional partners and stakeholders to continue through 2012
- Continued revisions and updating of SwiftSite –Sites and Buildings database
- Developed and followed up on 110 leads in the logistics/distribution target sector
- Serving on Advanced Manufacturing Recruitment Strategy committee for Kansas City Area Development Council

Existing Business and Workforce Development

Team Leader: Jo Feldmann

Goal 3: Increase contact with existing businesses and top employers and provide support for primary employers to retain and/or add jobs. Provide education and training for workforce to support existing business, with an emphasis on primary employers that will enhance their operations and sustainability in Topeka/Shawnee County.

Goal 3.1: At Least 140 business visits including top 40 employers (mandatory to qualify). Visit inputs will be recorded on a consistent format and reported to the CEO and VP on a quarterly basis.

Progress 1st Quarter

- Staff visited 47 companies in the first quarter of 2012. These visits consisted of 24 major employers and 23 businesses employing less than 60 employees.

Goal 3.2: Provided assistance to companies needing help. Assistance includes providing resources, referrals, problem solving, and expansion assistance.

Progress 1st Quarter

- During the first quarter, staff identified 5 companies that needed assistance. Work will continue with these companies well into the 2nd quarter.

Goal 3.3: Continue WorkKeys testing of high school seniors and produce a report that measures skills attainment against the previous year's testing.

Progress 1st Quarter

- Staff worked closely with the Workforce Center in developing a comprehensive report for each district showing the year-to-year comparison of WorkKey's scores. This report will provide each school district a means of benchmarking in order to measure improvements in student knowledge from year to year.
- Plans are well underway for a Post WorkKeys' meeting (scheduled for the end of May) with testing administrators and superintendents for each district. The goal is to share additional information about testing and to provide an opportunity for staff to answer questions and hear feedback about the testing process.
- Staff, Wash Tech, and Mars presented to the junior class at Seaman High School. The topics covered were the value of technical education, WorkKeys Testing and Certification. Plans are underway for the 2nd quarter to do a similar presentation with Highland Park High School junior students.

Additional Activities:

Progress 1st Quarter:

- Business Appreciation Event – Staff invited nine leading business employers to the first two games of the Big 12 Event on March 7, 2012. This event provided an opportunity for the leadership of these companies to network with their peers and for staff to further develop relationships in a fun and relaxed environment.

- Workforce Summit – Staff attended the two day conference at the Expo Conference Center. The summit provided information on both a national focus as well as the state level.

- TASME – Topeka Area Society of Manufacturing Engineers – Staff is one of the founding members in the development of the Topeka Chapter. Eileen Caspers, Wash Tech is the president for 2012. During the first quarter the chapter has grown to 60 members and held it first plant tour on March 20, 2012. This chapter will meet monthly alternating between plant tours and speakers discussing manufacturing related topics.

- KDOT – Staff has been involved in two meetings discussing the planned Hwy 24 and Menoken Road redesign. Movement of utilities will begin this summer.

- Seaman High School – Staff has been working with Seaman HS in the development of a College and Career Readiness Program. This program will provide opportunities for students to learn from real life business experience in their area of interest. Seaman HS will provide this experience by engaging local business to provide students the opportunity to explore their interests within that industry. The program will begin in school year 2012-2013.

- National Association of Governors – Manufacturing Roundtable – MAMTC and GO Topeka staff hosted one of the Manufacturer Roundtable meetings hosted across the state of Kansas. Thirty companies were represented at this 3 hour meeting that identified problems and solutions to issues relating to manufacturing in Kansas. This information will become part of a comprehensive report to Governor Sam Brownback.

- Special Event Attended:
 - ABWA Women of Distinction Award
 - North Topeka Business Alliance
 - Washburn Tech – Meet the candidates
 - Senator Moran Luncheon
 - Power Breakfast
 - Business After Hours

Entrepreneurial and Minority Business Development

Team Leader: Cyndi Legg

Goal 4: Increase the knowledge and capacity of minority- and women-owned businesses as well as starting or growing Shawnee County entrepreneurs through education, training, development and support services. Entrepreneurial & Minority Business Development (EMBD) and Topeka Shawnee County First Opportunity Fund (TSCFOF) will work to build capital led and educational strategies to fill critical gaps for the underserved entrepreneur, by increasing the number of loans made, providing entrepreneurial education and assisting creation of entrepreneurial jobs.

Goal 4.1 Create and deliver quality entrepreneurial education that will promote the growth of existing business or elevate start up business for Shawnee County entrepreneurs; while prioritizing the minority-owned, women-owned and/or low to moderate income entrepreneur.

Progress 1st Quarter

- Seminars/Workshops/Orientations

Event/Topic	Attendance	Overall Evaluation 5 Highest
Breakfast Buzz: 2/22/12 Karyn Page, President & CEO of the Kansas World Trade Center will be presenting, "Understanding Global Trade for Your Small Business"	Total Attendance = 39 Total Priority Population Attendance=54% Evaluations Turned In=49%	4.56
HR: Leadership 101 (Staff Development)	Location: Great Life Golf Course Total Attendance = 24 Evaluations Turned In=71%	4.71
Orientations 2/7/12	Location: TSCPL Time: 6pm-8pm Total Attendance= 9 Evaluations Turned In= 100%	4.50
Orientations 3/6/12	Location: TSCPL Time: 6pm-8pm Total Attendance=6 Evaluations Turned In=100%	4.67

- (36) Hour Entrepreneurial Courses

	Who Owns The Ice House Entrepreneurial Course Class #1	FSFT Class #32	FSFT ChildCare Class #7
Scheduled Dates	February 22 – April 4	Second Quarter Start - May 9, 2012	Third Quarter Fall 2012 – RFP in 2 nd Quarter
Graduation Statistics	Currently In Session – Work to develop course content and delivery.		

Goal 4.2 Work to increase the number of loans closed within the TSCFOF's lending portfolio using 2011 as a base year.

Progress 1st Quarter

- 2 loan applications in process.
- 1st Quarter TSCFOF Operating Council Meeting - March 09, 2012.
- Marketing RFP process award to MB Piland, work to begin 2nd Quarter.

Other Action Implemented in First Quarter:

- **Surviving Progress (Business in Road Construction Zones Projects)**
 - Attend monthly City of Topeka engineering/utilities meeting
- **Number of entrepreneurs/small businesses counseled in First Quarter 52 = 78 % (LMI, Minority-Owned or Woman-Owned).**
- **Number of entrepreneurs/small businesses materially assisted= 20 or 38 % of First Quarter Clients**

(**) "Materially assisted" means substantive assistance, something beyond a phone call or one-time counsel to include but not limited to assisting with business documents, connecting with financial resources, one-on-one training, business reviews, etc.

- Set up with Kansas World Trade Center (Karyn Page) to work with (8) Small Business owners wanting to gain knowledge of doing business globally.
- **Washburn Leadership Challenge:** Worked within Shawnee County Schools to form teams to participate in 2012 event. Served in capacity of a judge to help support effort. (4) teams did enter challenge: Topeka High, Highland Park, Topeka West and Washburn Rural. Out of 4 teams that did participate (2) came away with awards: Topeka West (Communication Award) and Washburn Rural (Collaboration Award). Each team had to be from an underserved or entrepreneurial program within their respected schools.
- **USD 501 Parent Fair** – TSCPL on February 6th. Attended by 200+ Shawnee County residence. Recruited for FSFT, Who Owns the Ice House courses and available EMBD resources to start or grow a business in Shawnee County.
- Robotics: Ongoing partnership meetings and development.
- YE Session, attended three separate sessions to help assist students on their Business Planning efforts and judging needs
- MWBD Council/SI Initiative Meetings.