

**JEDO Board of Directors
Agenda for Wednesday July 25th, 2012
6:00 p.m.
Topeka City Council Chambers**

1. Selection of JEDO presiding officer for 2012.
2. Approval of Minutes of December 5th, 2011 meeting.
3. Presentation of quarterly reports from GO Topeka.
4. Presentation by Dr. Ioanna Morfessis, IO Inc. regarding review of GO Topeka.
5. Consideration of authorization of purchase of land for Phase 2 of Kanza Fire Commerce Park.
6. Consider authorizing Shawnee County to provide all administrative support to JEDO every year – sponsored by Commissioner Shelly Buhler
7. Report from Heartland Visioning – sponsored by Councilman Manspeaker.
8. Report on Jobs Creation from 2000-2012 in Shawnee County – sponsored by Councilman Manspeaker.
9. Adjournment.

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.

ITEM #2

Joint Economic Development Organization Board Minutes
December 5, 2011

City of Topeka Council Chambers, 214 SE 7th Street, Topeka, Kansas, Monday, December 5, 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 Alcala, Denise Everhart and Andrew Gray; City of Topeka Mayor William W. Bunten; and Shawnee County Commissioners Shelly Buhler, Mary M. Thomas and Ted Ensley -7.

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

Chairman Archer called the meeting to order.

APPROVAL of the Minutes of the JEDO Board meeting of September 12, 2011 was presented.

Councilmember Gray moved to approve the Minutes of the September 12, 2011 JEDO Board meeting. The motion was seconded by Commissioner Buhler.

Joseph Ledbetter stated there were agenda items discussed at the September 12, 2011, JEDO Board meeting that he was not allowed to comment on, as well as, there were other members of the public present at the meeting that were not allowed to comment on certain agenda items.

Councilmember Alcala asked the City Attorney to review the rules of the JEDO Board Public Comment Policy.

Mary Feighny, Assistant City Attorney stated public comment is only allowed on actionable agenda items or those agenda items which require a vote at that scheduled meeting, the policy does not include general public comment at the end of each meeting. She reported the agenda has been structured to allow public comment on each item because the agenda states there may be possible action on each item. She noted the September 12, 2011 agenda was structured different and did not allow public comment on each item.

Councilmember Manspeaker encouraged JEDO Board members to give strong consideration to creating a general public comment section at the end of each meeting. He stated he is not sure why general public comment is not included in the current public comment policy and noted citizens may want to speak to general economic development issues, not just specific items listed on the agenda.

Chairman Archer asked the City Clerk to read the Public Comment Policy.

The Public Comment Policy was read as follows: "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."

12-05-11

1

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Chairman Archer stated he encourages robust public comment; however, he would follow the guidelines of the Public Comment Policy. He stated the following statement also applies to the Public Comment Policy, "Matters relating to personnel, litigation and violations of laws, ordinances or resolutions are excluded from public comment. Those making public comment are to maintain proper decorum related to public meetings."

Mary Feighny stated the statement read by Chairman Archer was incorrect and does not apply to the JEDO Board Public Comment Policy. She noted the exclusions apply to the City Council Public Comment Policy.

Commissioner Thomas stated she would abstain from voting because she was not a JEDO Board member at that time the meeting was conducted.

The motion to approve the Minutes of the September 12, 2011 JEDO Board meeting carried. Commissioner Thomas abstained. (6-0-1)

Discussion of Request for Proposals of JEDO funds, with possible action was presented.

Councilmember Gray stated he requested to discuss the Request for Proposal (RFP) process because he believes as elected officials they owe it to Topeka-Shawnee County citizens to get the most out of their tax money. He referenced a newspaper article dated August 2, 2004 printed in the Topeka Capital Journal stating JEDO voted to exempt GO Topeka from the competitive bidding process; however, upon review of the JEDO Board meeting minutes several months prior and following the date (August 2, 2004) there is no documentation that the action was approved by the Board. He requested to discuss three issues including, (1) the 10% funding allocation outlined in the interlocal agreement that is set aside for the Development of Minority and Women-Owned Small Businesses to follow the RFP process to determine if there is someone who specializes in the development of this program, (2) for the remaining \$4.5 million to be allocated through a formal competitive bid purchasing procedure, to be established by drafting an RFP and soliciting bids through the standard procedures required, review the bids based on the form, and award the bid to the lowest bidder offering the highest quality of product and that is the most responsive to the bid, and (3) to hire an economic development director specializing in economic development through the use of tax money, with an average salary ranging from \$43,000 to \$111,000 annually, that would answer directly to the JEDO Board and at the discretion of the JEDO Board. He reported this salary would be much less than they are paying GO Topeka now and the JEDO Board currently has no recourse if they are dissatisfied with the person serving in this capacity. He referenced Section 17(b) of the interlocal agreement and stated as a voting member of the JEDO Board he is formally requesting the salaries of all GO Topeka members as soon as possible, and requested that the information be provided to the Topeka Capital Journal to be included in the online article listing public employee salaries.

Councilmember Alcala reported an economic development specialist was hired several years ago and as time progressed it was determined the individual was nonessential in the direction they were moving regarding economic development. He stated Doug Kinsinger, Greater Topeka Chamber of Commerce/GO Topeka President and Chief Executive Officer, receives a portion of his annual salary (\$82,000) from GO Topeka funds and the remaining salary amount is paid by the Greater Topeka Chamber of Commerce. He noted the \$82,000 annual investment has resulted in many new companies, including the Target Distribution Center, Bimbo Bakery; the Home Depot Distribution Center and the North American Mars Company demonstrating proven results in tough economic times across the country.

Councilmember Hiller thanked Councilmember Gray for initiating the discussion and asked how quickly he wants to move forward with the proposal. She stated she believes the occasional bidding of services is a good idea; however, they must be clear on exactly what they are asking for. She suggested the Greater Topeka

12-05-11

2

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Chamber provide a presentation in the coming year regarding best practices and trends for economic development and what is happening in other communities, as well as, their approaches. She also suggested a presentation be provided by an outside expert on the same subject matter.

Councilmember Gray stated he concurs with Councilmember Hiller in regards to including an outside expert on the issue; however, he disagrees with including the Chamber in the process because they have been providing presentations on best business practices since 2004 and GO Topeka has been given the contract with no discussion. He reported he received an email offering to provide the same services for much less. He stated he is not necessarily displeased with GO Topeka's service; however, there is not a benchmark in place to make a comparison.

Councilmember Alcala stated he is not against an open RFP process. He reported that he also received the email and questions how the individual could commit to \$1.3 million for services when it would cost approximately \$2 million to provide existing contract services and incentives, infrastructure and the 10% for minority program funding.

Councilmember Gray stated his intent is not to take the service from GO Topeka it is to make them work for it.

Councilmember Manspeaker stated the individual who sent the email is nationally known. He questioned why the Board would not want to listen to a proposal that could potentially save \$3 million. He noted the \$1.3 million did not include the 10% funding for minority services and it was his understanding the majority of the properties would be returned back to JEDO for management.

Councilmember Alcala stated he did not have an opportunity to contact the individual and reminded the Board the amounts for services do not add up.

Commissioner Buhler asked what the anticipated time frame is if the Board decides to draft an RFP process, implement the process and listen to proposals.

Councilmember Gray suggested instead of awarding a contract for 2012 they operate on a month to month basis providing time to communicate with other cities and establish a policy by April 1, 2012.

Commissioner Buhler stated she believes they need to commit to a contract in 2012 due to the amount of time it would take to understand and establish a new process, as well as, allow enough time for proposals to be presented to the Board.

Councilmember Gray asked if they are required to commit to a contract in 2012.

Mary Feighny stated the Board has no contractual commitments and could operate on a month to month basis.

Councilmember Alcala reported GO Topeka has a huge prospect in the works right now that would provide a lot of jobs for Topeka-Shawnee County citizens and he is not willing to jeopardize the deal by changing the process midstream.

Councilmember Gray stated there is always a new prospect in the works and believes this is not a valid reason to delay a change in process.

12-05-11

3

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Councilmember Manspeaker stated he concurs with Councilmember Gray and believes this is just another way of avoiding a change in the process. He asked the citizens of Topeka-Shawnee County if they believe they have received \$55 million worth of product over the past five years.

Councilmember Alcalá reported there has been only one prospect in the past five years that GO Topeka has not secured. He noted Topeka is one of the top two communities being considered for a new prospect that would provide a lot of jobs to citizens and right now he is not willing to risk any citizen from the potential of obtaining a good job by changing the process midstream. He noted he would be willing to review the process at a later date.

Mayor Bunten reported the community has lost many companies over the past several years including the Fleming Company, Adams Brothers Printing, National Reserve Life, Brach Hotels and the Minnegar Foundation; however, the community has gained many new distribution centers, as well as, many existing companies have expanded operations and decided to remain in the Topeka-Shawnee area. He stated the group of GO Topeka individuals is a diverse group that has worked extremely well together and he would encourage the Board to give very serious thought to a change in a process that has provided proven results.

Councilmember Gray stated they need to determine if the amount of businesses gained outweighs the amount of businesses lost.

Mayor Bunten reported in the past many companies left the area because the resources and/or infrastructure was not in place or a knowledgeable staff to support economic development efforts.

Councilmember Alcalá reported incentives were given to existing businesses to keep them from relocating to other areas. He stated he is not sure if the loss outweighs the gain; however, he is certain without the new businesses the community would be in a more desperate state than it is right now.

Matthew W. Gassen, President of Winston Meriwether, L.L.C., provided a brief overview of his credentials and addressed Councilmember Alcalá's financial questions. He reported he is confident he could provide a return of \$3.7 million and still provide the same services provided by the Chamber and GO Topeka; it was his understanding the property would be returned back to JEDO; and the full 10% of funding or \$500,000 would be preserved for the development of Minority and Women-Owned Businesses and one full-time staff person to manage the program. He stated the services he would provide would be more focused on recreating the marketing, branding and promotion of the Topeka-Shawnee County area. He stated both the traditional economic incentives and land availability would be preserved for JEDO to use at their pleasure. He reported that he intends to use a full-time attorney (included in the cost of services) to draft and execute the same types of deals to present directly to JEDO for approval. He stated he would be able to preserve funding and replicate services already provided by the Chamber and GO Topeka, and he mirrored the current annual contract in form and function with the exception of more funding being returned to JEDO. He noted the proposal also creates a more aggressive process for grass roots entrepreneur opportunities, grants, scholarships and businesses, all services not currently being addressed by the Chamber and GO Topeka.

Councilmember Manspeaker asked Mr. Gassen to comment on his experience with economic development locally, as well as, in other communities.

Councilmember Alcalá asked if Mr. Gassen has made any contact with site consultants.

12-05-11

4

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Mr. Gassen stated as a business executive he has been involved in the launching of a business in an urban renewal area located in Sarasota, Florida, and has experience as an entrepreneur, business owner and turning other businesses around and improving their economic situation. He reported over the past several years he has opened up the lines of communication with a number of executive boards and chief executive officers of very large companies, and established relationships with companies that are funded by venture capital. He stated that he has established communication with companies that reach far beyond site selector magazines.

Councilmember Gray asked Mr. Gassen if he would be willing to work with GO Topeka during the transition if he was awarded the contract. He also asked Mr. Gassen to confirm there was no prior contact by him prior to the email sent today.

Mr. Gassen stated he would be willing to work with GO Topeka during the transition period and he had no contact with Councilmember Gray prior to the email sent to him today.

Joseph Ledbetter stated he believes since the inception of JEDO the Topeka-Shawnee County area has lost Adams Printing, Payless Distribution Center, Essex Wire, Inc., Jostens, Inc., and Schmidt Lumber. He stated there was job loss before JEDO and there continues to be job loss and the poverty level is higher than it was ten years ago. He commented on the salaries of GO Topeka employees and asked the Board to review the 990 tax forms and footnotes listed on the audit reports to understand exact salaries of employees. He stated he has never seen the legal authority that allows the transfer of \$1 million of public funds to JEDO. He noted GO Topeka would be requesting approval of a \$9 million cash carry-forward agreement which would continue to fund economic development even if a different company is chosen to perform the services. He stated he believes America is built on competition, transparency and the ability to question authority and he does not understand why JEDO does not use the RFP process. He stated he believes the \$500,000 set aside for Minority and Women-Owned Businesses, as well as, the remaining \$4.5 million should be allocated through the RFP process. He stated he also believes there is a lot of fat in the \$9 million cash carry-forward request and believes the community would not suffer if they established an RFP process right now.

LaZone Grays distributed a handout and spoke in support of establishing an RFP policy. He provided a brief history of the policy issues surrounding the allocation of funds to small disadvantaged businesses since 1993 and stated he has had no success in attaining contracts with the City of Topeka since 1998. He referenced a legal opinion expressed by the City Attorney in 2002 relating to JEDO not violating laws relating to contracting procedures; however, it was determined by a Shawnee County District Court Judge the contract between JEDO and GO Topeka was illegal and therefore void. He reported JEDO had two options (1) to find a way to exempt the contract from competitive bid or (2) produce or establish a competitive procurement procedure and in an article printed on August 27, 2004 in the Topeka Capital Journal it was announced JEDO exempted itself from competitive bidding through a resolution adopted by the JEDO Board. He noted in the August 25, 2004 minutes the JEDO Board adopted the resolution and to date he has not received or seen an executed copy of the resolution, as well as, there was no other action taken at that same meeting that would establish a competitive bidding procedure; only a change to the current interlocal agreement; therefore, he believes the contract between GO Topeka and the JEDO Board is null and void. He reported he also reviewed meeting minutes prior to and after the August 25, 2004 date to make certain no action had been taken to exempt JEDO from the competitive bidding process. He stated he believes nothing has been done to comply with the Judge's order.

Chairman Archer asked the City Attorney to comment on the legal matters mentioned by Mr. Grays.

12-05-11

5

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Mary Feighny, Assistant City Attorney stated she was not prepared to comment on the matter as this is the first time she has been provided with the information and she would prefer to review the Judge's decision and the resolution mentioned in the August 25, 2004 JEDO Board meeting minutes.

Councilmember Gray requested a written legal opinion from the City Attorney's office regarding the legality of the current JEDO contract with GO Topeka, and to defer action on the contract until the legality could be determined. He expressed concern with jeopardizing the City if the contract is not legal.

Commissioner Buhler asked if a copy of Resolution No. 2004-01 could be provided to the Board at this time. She asked what other proof would be needed if the official minutes of the Board reflect passage of Resolution No. 2004-01 which establishes purchasing procedures involving expenditures of JEDO funds and in reading the information provided by Mr. Grays it would refer back to professional services.

Mary Feighny, Assistant City Attorney stated she is not sure how to access the JEDO document at this time.

Councilmember Gray encouraged the Board to not proceed with a document that may not be legal.

Councilmember Gray moved to defer action on the current contract until a later time to determine by documentation if JEDO is exempt from competitive bidding and if the current contract is legal. The motion died due to a lack of a second.

Councilmember Everhart requested the meeting be recessed and requested the County Commissioners attempt to contact Mr. Rich Eckert, Shawnee County Counselor to answer the questions and address the concerns of the Board.

Commissioner Buhler stated she is not sure a copy of the resolution could be produced at this time.

Councilmember Gray moved to develop a committee to establish a formal competitive bid purchasing procedure and draft a request for proposal and solicit for bids with a possibility for awarding contracts to an organization through competitive bids for 2013, effective January 1, 2013. The motion seconded by Councilmember Everhart.

Commissioner Buhler asked who would develop the required scope of services for the request for proposal and when would the proposals be released to the public for review.

Councilmember Gray stated he believes any person that is a member of the City Council or the County Commission could help develop the scope of services required. He offered to contact other cities to see how they have developed the same type of procedures and begin presenting a formal request for proposal in June 2012 and vote on a contract by December 2012.

Councilmember Hiller stated it could be possible to discuss, research and deliberate on how to develop a scope of duties by April 1, 2012; have the committee report the findings to the Board by June 1, 2012; advertise and close the request for proposal bids by September 1, 2012; and finalize a contract by January 1, 2013.

Councilmember Gray withdrew the motion to develop a committee to establish a formal competitive bid purchasing procedure and draft a request for proposal and solicit for bids with a possibility for awarding contracts to an organization through competitive bids for 2013, effective January 1, 2013. The second concurred.

12-05-11

6

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Councilmember Gray stated he would be willing to compile information and make a presentation to the Board next month and then vote on the viability of implementing a request for proposal process.

Councilmember Gray moved to table the discussion to establish a request for proposal process until January 2012. The motion seconded by Councilmember Everhart carried. Councilmember Alcalá and Mayor Buntin voted "no." (5-2-0)

DISCUSSION of 2012 Economic Development Business Plan and Budget, was presented.

Doug Kinsinger, President and CEO of the Greater Topeka Chamber of Commerce/GO Topeka reported they compete on a daily basis with approximately 80,000 communities around the nation and others around the world. He stated they believe they are doing a successful job in bringing economic development and growth to the Topeka-Shawnee County area. He stated they believe GO Topeka is uniquely positioned to provide economic development services as compared to any other company. He recognized GO Topeka and Greater Topeka Chamber of Commerce Board members present at the meeting, and noted they offer business expertise and assistance, along with additional resources and contacts making GO Topeka very successful. He reported the focus of GO Topeka is to promote outside wealth to the community and primary jobs by attracting new employers, primary employers and retention and expansion of existing companies. He stated they accomplish this through marketing Topeka-Shawnee County internationally, nationally, regionally and locally. He noted their 2012 plan focuses on a more targeted group of decision makers in target industry sectors while supporting existing businesses and entrepreneur development. He reported the key to their success is good relationships with citizens, existing employers, companies within targeted sectors, national site-consultants, as well as, local, regional, national and international partners. He noted the team members at GO Topeka have over 94 years of economic development experience. He reported the following:

- GO Topeka Results for Jobs and Capital Investment from January 2002 through November 30, 2011 included a total of 6,806 new jobs that were created from companies that have received local incentive funds; 2,364 jobs that were retained by companies they assisted but did not have to provide a direct incentive for a total of 9,170 new jobs. To date, companies have invested over \$2 billion in the local economy.
- Economic Impact to Topeka/Shawnee County based on GO Topeka Results from 2002 through 2011 were approximately 18,000 new and retained jobs; salaries paid to these jobs were \$7.63 billion; and if they would have spent the entire \$50 million there would be a Return on Investment (ROI) ratio of 152:1.

Mr. Kinsinger stated GO Topeka and its program for recruitment have been declared a "model for economic development organizations" according to their newest corporate citizen, Mars Chocolate North America and based on their other successes GO Topeka has had since 2002 there are many other companies that believe the same thing. He stated 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. He reported the following:

- GO Topeka's Comprehensive Database includes local demographic information, quality of life information, public infrastructure, business assistance programs, real estate information, taxes, fees,

12-05-11

7

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regulations, sites and buildings. It is a state of the art tool for companies to use when screening communities.

- Methods of Marketing include the website; recruit from targeted geographic communities around the nation, use electronic social media and print advertising, contact site consultants directly, attend industry trade shows targeted to groups they are focused on, multi-media presentations, and general public relations. He noted GO Topeka has received hundreds of thousands of dollars in free press because they have earned it and are getting successful results.
- Existing Business Support helps create 80% to 85% of community jobs. He noted they have not been able to save all companies; however, GO Topeka has a great track record in saving as many jobs as possible by assisting companies with their needs and challenges.
- Entrepreneurial and Minority Business Development is a strong program recognized nationally with a specific focus on low to moderate income minority and women owned businesses with a goal to provide them the knowledge and resources for them to be successful.
- Business Plan Action Categories including New Business Attraction focused on new primary jobs and investments; Existing Business, Expansion and Retention focusing on existing primary employers; Entrepreneurial Development focusing on cultivating and growing potential primary employers; Minority and Women-Owned Business Development focusing on working to assist and grow minority and women owned businesses; Workforce Development focusing on developing the future workforce; and Research focusing on supporting the overall strategy of economic development.
- Development of Commerce Parks requires many hours, time and effort of staff members to develop. He reported Central Crossing Commerce Park and the Kanza Fire Commerce Park has new businesses and many more acres to develop. He stated they are currently trying to leverage federal and state funding to assist with infrastructure for the Kanza Fire Commerce Park. He stated having the infrastructure in place in conjunction with effective marketing is the only way to make certain there will be future economic development for the Topeka-Shawnee County area.

Brad Owen, Mize Houser & Company, P.A., and internal consultant for GO Topeka highlighted GO Topeka's budgeted statements and expenditures for the years ending December 31, 2011 and 2012. He provided the following summary of significant forecast assumptions:

- The Sales Tax amount includes a one-time catch-up payment of \$416,666 from 2007.
- The Payroll taxes and benefits include an estimated 10% health insurance increase effective July 1, 2012.
- The total staffing expenditures for the 2012 budget is based on 7.5 full-time employees (excluding 1.5 Entrepreneurial & Minority Business Development full-time employees).
- The Entrepreneurial & Minority Business Development allocation includes the salaries and benefits budgeted for 1.5 full-time employees (\$102,270 in 2011 and \$107,046 in 2012) and includes their program income.
- The Heartland Visioning allocation assumes potential equal contributions on behalf of the City and County, subject to approval.
- 2012 Site Improvement costs for Kanza Fire Commerce Park includes design services for the sewer and pump station (\$1,352,000 of the 2011 budget amount was advanced in December 2010).
- Site options for the Kanza Fire Commerce park expire in December 2012 (negotiations are underway for installment purchase).

12-05-11

8

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Councilmember Gray asked what the \$60,000 allocated to Heartland Visioning would be used for; if Heartland Visioning staff salaries are paid with private or public funds; and what tangible results have been generated as a result of the \$60,000 allocation of funds from the City and County.

William Beteta, Heartland Visioning, Inc., Executive Director reported the funds are used to facilitate the implementation of the community wide Heartland Visioning process, as well as, the operation of Heartland Visioning; and the salaries of the Heartland Visioning, Inc., staff members are paid with private funds from other organizations. He stated he was not prepared to provide specific examples of additional tangible results aside from the implementation of a community vision and plan that has already been completed.

Councilmember Gray requested Mr. Beteta provide a financial breakdown of the use of funds (\$60,000) via electronic mail.

Mr. Beteta stated he would be happy to provide the information via electronic mail; however, he would prefer they schedule a meeting to discuss the requested information in person.

Dawn Wright, Vice President of GO Topeka's New Business Attraction Division, reported she works as the outside contact to prospective companies and site consultants to help promote and attract economic development for the Topeka-Shawnee County area. She discussed the following:

- The New Business Attraction focuses on three major areas including (1) national and international marketing (2) community economic development sales and (3) prospect development and public relations.
- The Division focus for the past two years has been to sell the Topeka-Shawnee County community to site consultants and prospective companies
- The over-all 2012 operating budget for the New Business Attraction Division has been reduced by \$500,000 due to the new development of the GO Topeka website; their concentrated efforts of making sure the Topeka-Shawnee County area is "on the map" and well known in the economic development world; they have developed marketing materials that support their message; they will move away from major print advertising in 2012 and supplement it with online advertising; and utilize email blasting enabling them to focus on certain prospects if necessary.
- The Target Industry Study was completed in 2011 which reviews all the assets the Topeka-Shawnee County area has to offer. She noted the Topeka-Shawnee County area lines up best with industry needs in the logistics of distribution, food manufacturing, biomedical, office, financial and clean energy.
- 80% of economic development projects are generated from site consultants.
- In 2011 she met with over 215 site consultants personally; contact over 858 site consultants via email; and was provided access to a database of over 2,500 site consultants.

Jo Feldmann, Manager of GO Topeka's Existing Business Program reported approximately 80% to 85% of area job growth is generated from existing businesses; the services the program provides can be used as an attraction tool for new businesses; they meet with existing companies numerous times throughout the year to assist them with any issues they may have or if they are trying to grow the company; and they offer assistance with applying for State programs, training grants and tax incentives. She reported the following:

12-05-11

9

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- Existing business visitations include at least 140 visits annually, including 40 major companies; "walk-around" tours of a least four business districts; and two to three visits to existing primary employers headquarters located outside Topeka and Shawnee County.
- Existing employer support includes a partnership with Washburn University on the Six Sigma Program; work to understand the value of Manufacturing Program to promote job opportunities in local manufacturing; assist with local primary employer expansion; and build relationships with local executives.
- Workforce Development includes Workkeys High School testing which includes a 2-year continuous testing of seniors in all Shawnee County school districts; and work to develop Shawnee County School District staff in-service education to support Workkeys testing.
- Employer Workforce support includes scientific survey of employers to determine current and future workforce skill demands; Topeka-Shawnee County Workforce Summit facilitated by national workforce leaders to support value of Manufacturing Council; and develop workforce development system for Topeka and Shawnee County necessary to meet local primary employers needs and support the attraction of future jobs and investments.

Cyndi Hermocillo-Legg, Vice President of Entrepreneurial & Minority Business Development of GO Topeka provided a brief overview of the following information relating to Entrepreneurial Development:

- Provide program support for Washburn University Small Business Development Center (SBDC).
- Provide research development and commercialization for prospects; and collaborate with Mid-America Manufacturing Technology Center (MAMTC) to transfer and deploy research as entrepreneurial opportunities in the community arise.
- Provide entrepreneurial development support which includes entrepreneurs Boot Camp and events, as well as, develop and implement an economic gardening strategy.
- Provide small business support which includes updating brochures, providing a start-up guide and mobile small business assistance.

In conclusion, Doug Kinsinger stated the funds allocated for research or general data acquisition are used to help populate GO Topeka's website in regards to inquiries. He reported the government relations consultant works to assist in acquiring federal appropriations and has done so over the last 9 years; however, this year they are asking the consultant to focus their efforts on helping GO Topeka retain Topeka-Shawnee County area federal employers. He noted GO Topeka has assisted with retaining and attracting jobs for Good Year, Burlington Northern Santa Fe Railroad Automotive Shops; VA Hospital and Shendel Pest Control. He stated they are getting results and have a professional team that follows through.

Councilmember Everhart questioned the diversity or professional make-up of GO Topeka's Board of Directors.

Councilmember Manspeaker asked how many people serve on the Board and how many represent the labor community.

Doug Kinsinger reported they have 35 Board representatives from the community at large, with one member serving from the labor community.

Commissioner Ensley expressed concern with the discussion having a negative effect on potential clients.

12-05-11

10

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Doug Kinsinger stated it is vital that GO Topeka's clients have complete trust in them and know that they can count on GO Topeka's staff.

Joseph Ledbetter expressed concern with 2012 budget presented by GO Topeka. He stated he believes the budget is vague and if approved, it would also approve the GO Topeka contract with JEDO.

Mary Feighny, Assistant City Attorney stated it is the decision of the Chair to decide when the contract is considered and approved.

Joseph Ledbetter questioned where the remaining 70 acres that are available to be developed are located in Central Crossing Park; what are the site options at Kanza Fire Park and noted approximately 147 acres of the site is considered wetlands; have appraisals been conducted on the Kanza Fire Park; have all JEDO Board members reviewed the 2009 Kanza Fire Park budget and report; how much rent is being paid by Go Topeka to the Greater Topeka Chamber of Commerce; and are there accounting safe guards or policies in place to protect the public against self dealings and transparency of funds and records of GO Topeka. He stated he is opposed to Heartland Visioning receiving funding from the City and County because he is not sure what services they provide to the community. He asked if there were safe guards in place to make certain GO Topeka funds are not transferred to the Greater Topeka Chamber of Commerce and that the email blasts are not being used for public elections of any kind. He requested GO Topeka create a collaboration with the public and provide transparency of records to the public.

Maynard Oliverius, GO Topeka Board Chair-Elect, and President and CEO of Stormont-Vail Health Care reported the hospital has added 1,100 jobs in the past 11 years and invested over \$45 million in new equipment and technology which would not be possible without the assistance of GO Topeka.

Discussion of 2012 Contract Proposals was presented. (JEDO Contract No. C-1-2011)

Mary Feighny, Assistant City Attorney reported the contract language is identical to last year's contract with the exception of the dates.

Commissioner Buhler stated a complete copy of the contract was not included in the meeting packet.

At 8:52 p.m., Chairman Archer announced the meeting would recess for a time period not to exceed 10 minutes to gather a complete copy of the contract for distribution.

At 9:02 p.m., the meeting reconvened into open session and a complete copy of the contract was distributed to the JEDO Board members for their review.

Mary Feighny stated she spoke with Rich Eckert, Shawnee County Counselor and he has informed her that Resolution No. 2004-1, approved August 25, 2004, exempts JEDO from utilizing competitive bidding from professional services, such as entering into a contract with an organization to provide economic development services. She also stated it is her legal opinion that there would be no legal impediment if the JEDO Board decided to enter into a contract with GO Topeka at this time.

Chairman Archer stated he would allow Mr. LaZone Grays to comment on agenda item No. 3 at this time.

LaZone Grays questioned by what authority, State Statute or Home Rule, was the JEDO Board allowed to be exempt from the competitive bidding process. He commended the number of people that have utilized the

12-05-11

11

Draft

training offered through the Entrepreneurial and Minority Business Development Program; however, he is concerned with GO Topeka managing the funds because they did not support the 10% allocation of funds to the program in the beginning. He questioned why all businesses generated in east Topeka are funded from the EMBD Program budget and not from the remaining \$4.5 million outlined in the operating budget. He discussed the social disadvantaged target population rate and statistics and how they need funds dedicated to work force training for the adult population that is currently unemployed. He requested they include other citizens in the community and generate other ideas to boost area economic development because the statistical numbers have not changed over the past decade and it is vital to meet the needs for the social disadvantaged community.

Commissioner Ensley moved to reconsider the motion to table the discussion to establish a request for proposal process (agenda item No. 2) until January 2012. The motion was seconded by Commissioner Thomas.

Councilmember Gray stated he does not believe the motion to reconsider would be prudent at this time. He noted he agreed to research the process and make a presentation to the Board in one month with the understanding the action would be deferred at this time.

Commissioner Buhler questioned if Councilmember Gray could present the issue to the Board again at a later date if disapproved.

Councilmember Manspeaker asked if public comment would be allowed again on the agenda item.

Councilmember Alcalá asked when public comment on the agenda item took place, was it before or after the motion to table the item.

Mary Feighny stated the agenda item was handled in the correct manner by first allowing public comment, then discussion by the Board, and finally a motion to table the agenda item; therefore, public comment would be inappropriate at this time.

Councilmember Manspeaker asked what document, State Statute or Home Rule exempts JEDO from the competitive bidding process for professional services.

Mary Feighny reported Resolution No. 2004-1 approved by the JEDO Board, August 25, 2004, exempts JEDO from having to bid for professional service contracts; State Statute is irrelevant in the matter and Home Rule would not apply to JEDO. She also stated Councilmember Gray could place the item back on the agenda in January if disapproved.

Councilmember Hiller noted Councilmember Gray's request would not have an affect on the 2012 budget or business plan; therefore, it should not be an issue to move forward with the agenda items at this time.

The motion to reconsider the motion to table the discussion to establish a request for proposal process (agenda item No. 2) until January 2012 carried. Councilmember Alcalá and Everhart voted "no." (5-2-0)

Mary Feighny clarified the agenda item is back before the Board for consideration and it is not necessary to make a motion at this time.

Joseph Ledbetter spoke in opposition to the service agreement and expressed concern that no language changes have been made to the agreement since 2004. He encouraged the Board to review the agreement closely and

12-05-11

12

Draft

make any necessary changes instead of giving the agreement the "rubber stamp of approval." He stated in his opinion, any member of the JEDO Board that is also a member of the Greater Topeka Chamber of Commerce should abstain from voting on this item and the 2012 budget due to a conflict of interest. He stated he wants detailed accountability and transparency of all taxpayer money spent by GO Topeka. He suggested the following:

- Make sure all quarterly financial reports as referenced on page 3, Section 7 of the agreement be attached to the minutes or submitted as part of the record.
- Make sure GO Topeka complies with the requirement to provide a signed fixed inventory asset sheet annually to the JEDO Board.
- Where appropriate, include language that would allow public access to all GO Topeka records including budget, salaries, boards, and expenditures.
- Where appropriate, include the statement, "No transfer of money from GO Topeka to public funds or any other entity including the Greater Topeka Chamber of Commerce take place without a specific vote and expressed authority of the JEDO Board.
- Schedule by-monthly JEDO Board meetings.
- Implement a competitive bidding process.
- Provide a complete break down of the GO Topeka budget including, exact monies to be spent with great detail.
- Where appropriate, include the statement, "None of the money, assets or resources involved in the agreement will be involved in any local election of any kind."
- Amend page 1, after the first paragraph insert the statement, "This agreement is subject to KORA and KOMA.
- Amend page 4 by inserting the statement, "and citizens of Shawnee County and that GO Topeka agrees to respond promptly to written inquires both for voting and nonvoting members of JEDO and citizens of Shawnee County." after the word "JEDO" on the last line of the Section 7.
- Amend page 10 by inserting a new Section 24 stating, "No monies of this contract or agreement shall be transferred to any related organization including the Greater Topeka Chamber of Commerce."
- Amend page 10 by inserting a new Section 25 stating, "No JEDO member may sell assets to GO Topeka for five (5) years after leaving office."
- Amend page 8 by inserting, "and any citizen of Shawnee County all of its records with respect to matters covered by this agreement." after the word "JEDO" on the last line of paragraph C.

LaZone Grays spoke in opposition to the contract and stated he believes JEDO does not have the authority to approve the agreement. He stated in his opinion JEDO has no lawful authority to exempt the organization from competitive bid for services as outlined in K.S.A 50-101. He stated he would also contend that JEDO must follow K.S.A 75-3739 because they are dealing with public funds of the State, as well as, the statute outlines instances that would be exempt from competitive bid and this type of service is not one of them. He stated in his opinion the proper legal procedure was not followed at the August 25, 2004 JEDO Board meeting regarding the exemption of competitive bidding process.

Councilmember Manspeaker encouraged the Board to oppose the contract. He stated the Greater Topeka Chamber of Commerce represents the business owners of the community and not the best interests of the working people in the community. He expressed concern with the minimal interaction of the JEDO Board and the community in regards to the responsibility of utilizing economic development funds to the best of their ability.

12-05-11

13

Draft

Mayor Bunten clarified the Greater Topeka Chamber of Commerce as an organization does not make contributions to election campaigns. He suggested that all amendments to contracts be presented in writing to the Board for consideration or if it is believed the contract is illegal then the contract should be presented to a court of law for review.

Mayor Bunten moved to approve the contract. The motion seconded by Commissioner Buhler carried. Councilmember Gray voted "no." (6-1-0)

Discussion of Carry-Over request, was presented. (JEDO Contract No. C-1-2011)

Chairman Archer asked if the carry-over agreement would be necessary since the service agreement was approved.

Mary Feighny stated Section 8 of the service agreement allows for a carry-over agreement request upon approval by the Board.

Doug Kinsinger, President and CEO of the Greater Topeka Chamber of Commerce and GO Topeka reported the carry-over agreement is necessary to cover budgeted expenses that are not due and payable until after the close of the current term of the 2011 service agreement.

Councilmember Hiller asked if agenda item No. 3, the 2012 Economic Development Business Plan and Budget, should be approved prior to the carry-over agreement.

Mary Feighny stated the 2012 Economic Development Business Plan and Budget were attachments to the 2012 service agreement that was already approved.

Joseph Ledbetter stated he presented verbal amendments to the service agreement in hopes the Board would consider them. He spoke in opposition to the agreement and questioned why such large amounts are requested each year and believes the money should be used for public purposes or economic development instead of sitting idle in a bank.

Mayor Bunten moved to approve the carry-over agreement. The motion seconded by Commissioner Ensley carried. Councilmember Gray voted "no." (6-1-0)

No further business appearing the meeting was adjourned at 9:59 p.m.

12-05-11

14

Draft

ITEM #3



GO Topeka Recent Awards and Recognitions as of July 1, 2012

GO Topeka Economic Partnership has created a successful strategy for economic development that is garnering regional and national attention. GO Topeka's success has prompted other communities in Kansas to request detailed interviews with GO Topeka leadership in an attempt to emulate our programs to enhance their community's economic development efforts. Listed below are examples of those requests, as well as national recognition and accolades received.

February - April, 2012

GO Topeka leadership was contacted individually by the Lawrence, Manhattan and Wichita Economic Development organizations to learn how they can emulate the economic development successes of GO Topeka.

Marketing Awards Presented to GO Topeka

2012 (for work completed in 2011)

- Consumer or Trade Publication: Green, Greener, Greenest ad (Silver ADDY)
- Collateral Material: Central Commerce, Kanza Fire, Clean Energy & Food Processing brochure series (Silver ADDY)

2011 (for work completed in 2010)

- 29-Second Storybook video series (Addy Best of Show, Gold ADDY)
- Interactive Media: We Can Do That Video Series (Gold ADDY)
- Elements of Advertising: Economic Partnership Logo (Gold ADDY)
- Collateral Material: We Can Do That brochures (Silver ADDY)
- Elements of Advertising: To Boldly Go & The Man Who Asked, What If Storybooks (Silver ADDY)
- Trade Publications: We Can Do That ad (Silver ADDY)
- Direct Marketing: Success Story Writers Guide (Silver ADDY)
- 29-Second Storybook video series (IABC Silver Quill Award of Merit)

February 2012

GO Topeka was awarded an **Honorable Mention for the Business Facilities 2011 Economic Deal of the Year Award** for the Mars Chocolate North America project. This project was judged by a panel of economic development experts who reviewed submissions for 23 big-ticket projects from across the U.S. six projects received Honorable Mention Awards.

April 2012

In 2012, Business Facilities introduced a new series of Economic Development Awards, **Economic Development Excellence**, to honor the agencies and organizations that have established and consistently executed the best practices in the industry, bringing measureable success in targeted economic development to the locations they represent.

News Release April 2012

*"Our Honorable Mention in the 200k – 500k category goes to **GO Topeka***

GO Topeka's efforts on behalf of Topeka and Shawnee counties yielded a combined capital investment of \$250 million in 2011. The "icing" on Topeka's economic development cake came from Mars Chocolate's decision to build its first U.S. factory in more than 35 years in Topeka. The \$250-million factory, which is expected to have an economic impact of \$3.24 billion over the next 10 years (creating 425 new jobs), garnered an honorable mention in our 2011 Economic Development Deal of the Year Awards.

In addition to food manufacturing, GO Topeka is targeting new development in biomedical, back office/financial services, logistics and distribution and clean technology."

April 2012

Duane Smith, Research Director, Greater Wichita Economic Development Coalition

Comments made in email follow up to the request for information made to Doug Kinsinger

"Thank you for accommodating my phone 'interview' requests regarding the organizational structure and policies of GO Topeka and JEDO.

As I told my boss – it would probably be difficult to find a better model to examine and consider than that of Topeka / Shawnee County:

- *Very transparent – about the only detailed documentation I was unable to obtain from public sources involves confidential client information.*
- *Highly successful – in terms of competitive recruitment wins; funding stream; commerce park development (all related developments!)*
- *In operation long enough (since 2001) to have encountered and resolved some instructive difficulties.*
- *Operates under Kansas law.*

I've been associated with economic development for 22 years – and have been tasked with examining various E.D. organizations over the years. It's obvious to me that GO Topeka is doing a lot of things right and is a great example of E.D. best practices – with results to show for it.

Thank you again for your time and expertise."

April 2012

Cyndi Legg, Vice President, GO Topeka Entrepreneurial and Minority Business Development, received the community award for Distinguished Service given by Topeka Public Schools and the East Topeka Community. This award is in recognition for Entrepreneurial and Minority Business Development program's facilitation of placing the Advanced Robotics Program at Highland Park High School.

June 2012

Cyndi Legg gave a presentation to Kansas Department of Transportation state certified Women in Business Enterprises, Minority Business Enterprises and Disadvantaged Business Enterprises in June 2012. These companies were from the following industries: trucking, construction, and plumbing. A total of 35 companies from throughout Kansas were in attendance. Cyndi and the Entrepreneurial and Minority Business Development's presentation was rated 4.71 out of 5 being the highest (KDOTS Evaluation).

June 2012

Dawn Wright awarded for highest level of participation in Kansas Business Development Recruitment efforts by Kansas Cavalry and Governor Brownback

June 2012

"I did a lot of what you're doing (EMBD) and am impressed with your whole list, it's a rare to see this comprehensive and smart of an entrepreneurial program." Sent via LinkedIn

Al Jones, Business Growth Veteran

Individual Comments from Site Location Consultants

June 2011 (Mars Chocolate North America- announcement to GO Topeka on selecting Shawnee County)

After announcing plans to build their first chocolate factory in the U.S. in 35 years in Topeka, KS, Mars Chocolate North America cites GO Topeka as a "global model" for economic development organizations.

May 2011 (After Nitro Night Consultants Challenge 2011)

"Thank you so much for having me in Topeka last week. (May 2011) I am truly amazed by the success, attitude, and bright future of Topeka. I can't wait to share more about what I have learned with other brokers and clients."—**David Sours, First Vice President, CB Richard Ellis, Dallas, TX**

"I wanted to thank you for such a wonderful trip to Topeka and want to commend the GO Topeka staff and Board of Directors. You all did a wonderful job hosting us. I learned quite a bit about Topeka with a little fun added to the trip! It was a pleasure meeting you and I think your inaugural event was a hit with my colleagues!"—**C. Paige Webster, Site Selection Consultant, Foote Consulting Group, LLC. Phoenix, AZ**

"Thanks again for a wonderful time at (the Nitro Night event). I truly enjoyed it from the tour of the race track to having lunch with the Governor. I can't imagine how much work went into this and GO Topeka pulled it off without a hitch."—**Stephen Hemphill, Managing Director, Mohr Partners, Dallas, TX**

"What a great time had by all! I really enjoyed myself at the (Nitro Night) event".—**Hunter Blanks, Executive Vice President, Colliers International, Dallas, TX**

"Jean (Bartman) and I wanted to thank GO Topeka for the hospitality last week. We really had a good time and enjoyed learning about what a great community Topeka is". -**Kevin Foral, Supervisor State and Local Taxes, RSM McGladrey, Omaha, NE**

April 2011 (After participation in Consultant Roundtable Conference)

"Dawn, it was great to meet you at the Roundtable. I appreciate your signing up to visit and introducing me to Topeka. I look forward to working together in the future." **Linda Burns, Burns Development, Dallas, TX**

"Dawn, it was a pleasure meeting you at the Roundtable event. I'm so sorry I can't make the racing event! Thank you and I look forward to working together soon." -**Tracey Hyatt Bosman, Grubb & Ellis, Chicago, IL**

May 2012 (After Nitro Night Consultants Challenge 2012)

GO Topeka Economic Partnership hosted their second successful Nitro Night Consultants Challenge with thirteen of the nations' leading site location consultants in town to tour Topeka/Shawnee County. Below are comments from participants in this event.

"Thank you so much for allowing me to attend your great event yesterday. I am sad that I was not able to stay for the events today. It seems like Topeka has a very bright future. Please extend my thanks to your entire team, as everyone did a great job. - Nick Tinnel, CCIM, Vice President, Jones Lang LaSalle, KC, MO

"I cannot tell you how impressed I was with the entire production of 2012 Nitro Night Consultants Challenge. Everything went off perfectly and I came home last night with a new appreciation for what Topeka has to offer to the business community. Everything, from our race, to the behind the scenes tour of Heartland Park, the tour of the State House, the tours of various businesses and the luncheon with Governor Brownback were incredible. All capped off with the NHRA Summer Nationals last night made for an amazing two days. I was particularly impressed with how the community has rallied around economic development by passing the ½ cent sales tax which enables you to do so many creative things to attract business. Being proactive in this current economic climate is the key to success and it is apparent that Topeka is riding that wave. Thank you again for including me in activities. Now we just have to go find a deal to work on together, please feel free to call." -**David J. Zimmer, SIOR, FRICS, Zimmer Real Estate Services L.C., KC, MO**

June 2012 (After Consultants Lunch and Dinner, Atlanta, GA)

"Thanks for the dinner, but mostly the "fellowship". Enjoyed the event and visiting with you. Good luck and let's keep in touch. Best, Mike" -**Mike Dolan, Executive VP, Jones Lang LaSalle, Atlanta, GA**

"Thank you all for a fantastic evening. It was nothing I imagined (in a good way) it would be. I will keep in touch and front of mind for any and all projects in your neck of the woods, Cheers, Bob" – **Bob Kontur, Assistant Vice President, UGL Equis, Atlanta, GA**

"I just wanted to thank you for a great evening last night. It was good to meet some new people and to catch up with friends, and everyone had a wonderful time. I appreciate the invitation and I look forward to seeing everyone in the future. Thank you, Sim" –**Sim Doughtie, President, King Industrial Realty Inc./CORFAC International, Atlanta, GA**



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.



Economic Development

**2nd Quarter 2012
Year-to-Date**

Report to JEDO





Executive Summary 2nd Quarter/year-to-date 2012

GO Topeka staff continues to strive in 2012 to achieve the annual goals set, to ensure continued economic development success for Topeka and Shawnee County.

The New Business Attraction program has to date met with 138 site location consultants in face to face meetings. Additionally as of June 30, the current portfolio of New Business Attraction projects includes 25 projects/prospects with proposals submitted, capturing potential for 3743 new jobs and \$440.4 million in new capital investment. Leads are being developed on an ongoing daily basis.

The Existing Business and Retention program has made 84 company visits during the first half of 2012, and is currently working on nine projects which, based on data received to date, represent \$6 Million in new capital investment and 154 direct jobs.

The Workforce Development initiative continues with strong support of major employers and small business, with GO Topeka staff making several connections in the second quarter of 2012 between existing business and educational institutions to ensure that Topeka/Shawnee County is delivering an exemplary workforce, trained in the skills needed by our community businesses.

The Entrepreneurial and Minority Business Development program has developed and administered nine seminars/workshops to date in 2012. Additionally, EMBD has graduated the first class from the new *Who Owns the Ice House* Entrepreneurial Course. Finally, the Topeka Shawnee County First Opportunity Fund has closed two loans supporting the low income target market.

The following second quarter report gives much more detail as to all of the accomplishments and activities of GO Topeka staff for the first half of 2012.

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 and possible incentives submitted

Progress 2nd Quarter

- 6 New Prospects-Sites and/or Buildings and possible incentives submitted

Goal 1.2: 10 new qualified projects (formal incentive proposals submitted to company)

Progress 1st Quarter

- 2 Projects

Progress 2nd Quarter

- 3 Projects

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

Progress 2nd Quarter

- Face to face meetings with **84** Site Consultants and National Corporate Realtors at Kansas Department of Commerce Dallas Luncheon and Dinner, Industry Week's Roundtable in the South, GO Topeka hosted luncheon and dinner in Atlanta, Industrial Asset Management Council meetings and dinner, GO Topeka In-community event Nitro-Night

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

Progress 2nd Quarter

- As of June 30, 2012 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
25 Projects
\$440,400,000 Capital Investment
- As of June 30, 2012 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
9 Projects
\$6,000,000 Capital Investment (7 projects have not released expected capital investment to GO Topeka to date)

Goal 2.2: Attract new primary jobs (new and expanding primary employers)

Progress 1st Quarter

- No report 1st Quarter

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
3743 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
154 potential direct jobs (7 projects have not released expected jobs retained and new jobs added to GO Topeka to date)

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

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$44,858 based on data received from Prospects/Projects to date

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

Additional Attraction Actions Implemented in 2nd Quarter 2012

- Site Consultant In-Community Marketing Event. Thirteen Top Site Location Consultants from throughout the United States attended Topeka/Shawnee County Familiarization tour, May 17 & 18, 2012, during NHRA Summer Nationals at Heartland Park Topeka
- Hosted in community site visit for short list clients
- Continued development of Regional Partnership (Kansas Research Nexus) with Lawrence and Manhattan-Regional Branding Complete, Regional Website went live in May 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
- Attended AWEA show in Atlanta- met with 85 companies in the energy industry, worked Kansas Department of Commerce booth, hosted site consultant lunch and dinner

- Developed and followed up on 173 leads in food manufacturing, advanced manufacturing and bioscience sectors during 2nd Quarter

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 conducted 44 company visits in the first quarter of 2012. These visits consisted of 26 major employers and 18 business visits employing less than 100 employees.

Progress 2nd Quarter

- Staff conducted 42 company visits in the second quarter of 2012. These visits consisted of 26 major employers and 16 business visits employing less than 100 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.

Progress 2nd Quarter

- Staff continues to work with the 5 companies identified in the first quarter. Another 4 companies have been identified and are receiving assistance. Staff will continue working with 9 companies into the third quarter. Staff will be finalizing a project offer that will be presented to JEDO in the third 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.

Progress 2nd Quarter

- Staff hosted a Post WorkKeys meeting on May 29th at the KASB building. 19 school counselors attended the scheduled meeting. The goal of this meeting was to share additional information about testing and provided staff feedback on administration of the WorkKeys testing. School counselors were concerned that employers have not been requesting the certificates in order to be hired by local companies.
- Staff has begun working on conducting presentations to employers and human resource management associations in order to bring higher awareness to the WorkReady/WorkKeys Certificate and how they can better identify skill needs from applicants.
- Presented information about WorkKeys/WorkReady Certificate at the Customer Service Seminar held in the second quarter at the Holidome Conference Center. Staff handed out a sample certificate to attendees and explained how the certificate can assist them in making better hires for the positions they are filling.
- Highland Park High School requested that we present to their senior staff during the 2011-2012 school year. Staff contacted, Wash Tech and Mars in order to schedule a presentation within a very short time frame. Unfortunately, schedules did not allow for a presentation in the second quarter. Plans are underway to present to the Junior and Senior class in the fall of 2012. The topics to be covered are the value of technical education, WorkKeys Testing and Certification.

Additional Existing Business and Workforce Development Activities Implemented in 1st Quarter:

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

Additional Existing Business and Workforce Development Activities Implemented in 2nd Quarter:

Progress 2nd Quarter

- TASME – Topeka Area Society of Manufacturing Engineers – Staff continues to participate and assist in building Topeka/Shawnee County's local chapter. The chapter now has a bank account with funds allowing for minor expenses and potential scholarships for students interested in seeking careers in engineering. The local chapter visited Earnest Spencer Metals in the second quarter as part of the monthly chapter meeting.

- Seaman High School – Staff continues working with Seaman HS in the development of a College and Career Readiness Program. Staff has been hired and completed the development of a website for both students and employers to utilize. Director of the program reports feedback from local business as positive. The program will begin in school year 2012-2013 with several students already enrolled and placed for the coming school year.
- The first South Corridor luncheon was held on June 11th. Home Depot hosted the meeting with five companies were represented: Target, Home Depot, Bimbo Bakeries, Frito Lay and Mars. The goal of this meeting was to make introductions and learn about any issues these companies are facing. The group would like to hold similar meetings twice a year in order to connect and discuss similar business issues.
- Staff scheduled corporate headquarter visits with two leading employers: Home Depot and Innovia Films. Staff was able to discuss issues and opportunities for growth during the visits.
- Special Events Attended:
SmartPort Board Meeting
KC Life Sciences Advisory
KCADC Lunch Connect
Young Professionals Summit Luncheon
Lunch Connect – Chamber
Customer Service Seminar
SME Summit Conference
North Topeka Business Alliance
Power Breakfast – Chamber

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 & 2nd 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 EMBD Priority Population Participation:=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
Breakfast Buzz: 5/23/12 Chris Lamb, Federal Bureau of Investigation- Cyber Crimes and Small Business	Total Attendance = 35 EMBD Priority Population Participation= 57% Evaluations Turned In=46%	4.88
Small Business HR Express: 4/19/12 Customer Service	Location: Holidome Fairlawn Total Attendance = 34 EMBD Priority Population Participation=53% Evaluations Turned In=82%	4.76
Orientations: 4/3/12	Location: TSCPL, Time: 6pm-8pm Total Attendance=9 EMBD Priority Population Participation=55% Evaluations Turned In=100%	4.63
Orientations: 6/5/12	Location: TSCPL, Time: 6pm-8pm EMBD Priority Population Participation=100% Total Attendance=6 Evaluations Turned In=0%	0 Didn't Collect
EMBD was requested to present for established KDOT certified businesses -6/26/12 Small Business Finance/Operations	Location: Ramada Downtown EMBD Priority Population Participation=100% Total Attendance = 32 Evaluations Turned In=53%	4.71

- (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 May 16, 2012-July 18	Third/Fourth Quarter Fall 2012 –
Graduation Statistics	<ul style="list-style-type: none"> ✓ 16 enrolled ✓ 14 graduated ✓ 88% graduation rate ✓ 79% from EMBD Priority Populations (43% Woman-Owned, 53% Minority-Owned, 60% LITM). ✓ 7 graduates have opened or expanded their businesses through EMBD. 	Course completes in 3 rd Quarter	Fall 2012

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

Progress 2nd Quarter

- 2 loans closed/\$20K
 - 100% from low income target market
- 5 loan client applications in process.
- 2nd Quarter TSCFOF Operating Council Meeting – June 26, 2012.
- Marketing – logo and tagline completed and ads in process.
- Attended the first Kansas Community Development Financial Institution (CDFI) Forum presented by the FDIC and US Treasury.

Additional Entrepreneurial and Minority Business Development Activities Implemented in 1st 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 with in 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.

Additional Entrepreneurial and Minority Business Development Activities Implemented in 2nd Quarter:

- **Surviving Progress (Business in Road Construction Zones Projects)**
 - Attend City of Topeka engineering/utilities meeting
 - Performed mass business communications via phone, mailing and/or site visits; **(359)** businesses affected by ½ cent sales tax projects that were notified by Go Topeka EMBD.
 - Onsite and available to answer small business development questions in partnership with the City of Topeka – Surviving Progress Public Forum held 5/14/12.

Projects Include:

- ✓ Wanamaker Project
- ✓ 37th St. from Adams to Kansas
- ✓ Brickyard Rd. from Lower Silver Lake Rd. to Frontage
- ✓ Topeka Blvd. from Gordon to Paramore
- ✓ Kansas Ave. from 29th St. to 37th St.
- ✓ 4th St. from Topeka Blvd. to Willow, 5th St. from Topeka Blvd. to Washburn
- ✓ Golden Ave. from I-70 Overpass to 2nd St.
- ✓ 21st St. from California to Wittenburg Rd.
- ✓ SW Fairlawn Rd. from 17th St. to 23rd St.
- ✓ SW 21st from Gage Blvd. to Topeka Blvd.
- ✓ SW 6th St. from Orchard to Topeka Blvd.
- ✓ Washburn Ave. from 10th St. to Huntoon
- ✓ 29th St. from Fairlawn Rd. to Burlingame Rd.
- **Number of entrepreneurs/small businesses counseled:**
 - Second Quarter **46** = **91 %** (LMI, Minority-Owned or Woman-Owned –EMBD Priority)
 - Year To Date: **98** = **85%** (LMI, Minority-Owned or Woman-Owned –EMBD Priority)

- **Number of entrepreneurs/small businesses materially assisted= 29 or 63 % of Second Quarter Clients. Year to date 49 or 50% of total clients have been materially assisted.**
 - (**) “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.
- 2012 Small Business Award, May 16, 2012 – 250 attendees.
 - Jan-May prep for annual awards.
 - EMBD Robotics Program: GO Topeka EMBD interviewed and highlighted in national site selection journal - Business Xpansion Journal (BXJ).
 - Youth Entrepreneurs Program: help assist students on their business planning efforts and judging needs.
 - Attended 190th ANG Refueling Civic Leaders event.
 - MWBD Council/SI Initiative Meetings.

ITEM #4

IOANNA T. MORFESSIS

3104 East Camelback Road, No. 853 • Phoenix, AZ 85016 • (C) 602-616-1690 • ioanna@ioworldwide.com

As a business and economic development executive, Dr. Ioanna Morfessis has focused her professional life on helping communities and companies create and execute successful change and growth strategies. She founded three best-of-class economic development organizations in the U.S.: Economic Alliance of Greater Baltimore, Greater Phoenix Economic Council and Montgomery County, MD Office of Economic Development. During her tenure in these organizations, her work led to the attraction of nearly \$30 billion of private capital investment and the creation of more than 200,000 new direct jobs in these markets.

In 2004, Dr. Morfessis established IO.INC, a visionary consulting practice that delivers expert and effective strategies and solutions to help leaders, organizations and places grow. Among IO.INC's clients are cities, global and domestic companies, publicly traded and privately held; master planned community developers and nonprofit organizations.

Prior to starting her own company, she was the founding President/CEO of the Economic Alliance of Greater Baltimore, that region's private-public partnership for economic development. During her tenure, the Economic Alliance helped generate more than \$7 billion of new private economic activity in Greater Baltimore's economy and landed 20 new firms in the region. She also facilitated the redevelopment of a key gateway area in the central city and was a key leader in the creation of the Greater Baltimore Cultural Alliance.

Dr. Morfessis was recruited to Baltimore in 1997 from Phoenix, Arizona, where she had served as the founding President/CEO of the Greater Phoenix Economic Council since 1989. While there, she helped lead the movement to fuse 18 cities into a unified effort, and helped generate more than \$20 billion of private capital investment, attract 200 companies and generate 165,000 new direct jobs in the Phoenix region's economy. Previously, she served as the first Director of Economic Development in Montgomery County, Maryland, where she initiated the Shady Grove Life Sciences Center, which today is one of the world's foremost life sciences and biotechnology centers. Dr. Morfessis also served as the Chairman of the International Economic Development Council and is an Honorary Lifetime Member. In September 2011, she received the organization's Lifetime Excellence and Achievement Award, placing her among a select few who have received this honor among peers.

As a civic steward, Dr. Morfessis serves or has served on the boards of many local, state and national charities and non-profit organizations, including art and science museums, community foundations, private charitable trusts and service organizations. She is a founding director of the Helios Education Foundation, a \$500 million foundation that provides access to post-secondary education in Arizona and Florida. She also serves on the boards of the ASU College of Public Programs and the Maricopa Community Colleges Foundation. She received her bachelor's degree from The American University, her master's degree from George Washington University, and her doctorate from Arizona State University. She was elected to the ASU College of Public Programs Hall of Fame in 1996. She has authored and published several journal articles and op-eds in regional and national publications. In March 2012, Dr. Morfessis was honored by the Arizona Centennial Legacy Project as one of the state's 48 most intriguing women for her enduring contributions to Arizona's economy and quality of life.



GO Topeka
ECONOMIC PARTNERSHIP

GO Topeka Economic Partnership Organizational Review Summary

Presented by:



May 2012



GO Topeka Economic Partnership

Independent Organizational Review

COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Introduction

GO Topeka Economic Partnership

IO.INC was retained to conduct an independent review of the GO Topeka Economic Partnership's major organizational operations, key programs and procedures; to provide an assessment of the organization's operations, and to offer recommendations for improvement, as may be needed.

Our review entailed:

- Interviews with Executive Staff
- Interviews with Board Members and Key Public Stakeholders
- Interviews with Key Economic Development Partners
- Review of Organizational, Financial, Documents (see Appendix)
- Review of Incentive/Project Files
- Review/Consultation with IO.INC's BrainTrust
- Comparative Analysis of Key Factors with High Performing City EDOs

GO Topeka Economic Partnership *Independent Organizational Review*

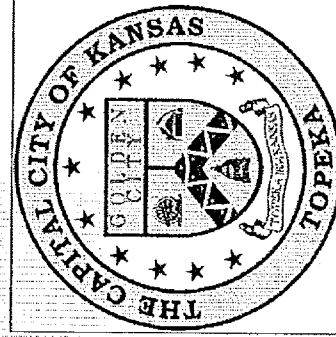
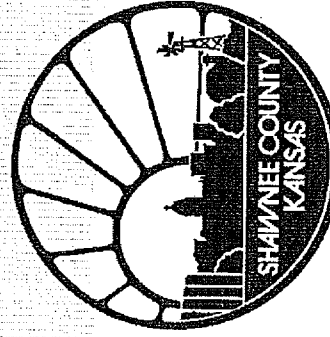


COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Governance

- Governed by the Joint Economic Development Organization of the City of Topeka and Shawnee County, KS
- Interlocal Agreement between the Board of County Commissioners of Shawnee County, KS and the City of Topeka, KS
- JEDO Provides Annual Agreement for Services





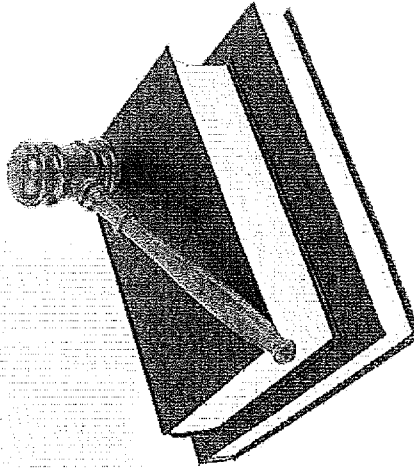
GO Topeka Economic Partnership *Independent Organizational Review*

COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Governance

- Strong Board of Directors with Public and Private Sector Representation
- Important Ex-Officio Representation
- Clear and Concise Articles of Incorporation
- By-Laws Consistent with Industry Standards, Roberts Rules of Order and Legal Requirements





GO Topeka Economic Partnership

Independent Organizational Review

COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Governance

- Clearly Articulated Board Roles, Responsibilities, Ethics Code, Disclosures
 - Key Procedures for the Organization Delineated, e.g., Issue Filter Process, Mission Statement
 - Important Recognition of Affiliated Organizations
- Meeting Agendas and Minutes Aligned; Areas of Focus Consistent with Board Responsibilities

Recommendation:

Establish a More Clearly Defined Delineation between the Greater Topeka Chamber of Commerce and GO Topeka Economic Partnership

Articulate Roles/Missions of Affiliated Organizations in the Board Orientation Manual



GO Topeka Economic Partnership *Independent Organizational Review*

COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Organization

- Highly Professional, Dedicated and Accomplished Staff
- Strong Internal Alignment
- Clearly Articulated Organizational Structure, Mission, Goals and Programs
- Agile Organizational Structure
- Clearly Defined Roles for Staff
 - o Organizational Chart
 - o Position Descriptions

Recommendations:

Include Major Expectations in Each Position Description

Develop/Institute Professional and Personal Development Plans for All Staff Members



GO Topeka Economic Partnership

Independent Organizational Review

COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Finances

- Independent Audits; No Management Letters/Issues
- Independent Forecast and Budget Statements
- Independent Financial Statements
- Solid Reserves and Financial Health
- Rigorous Reporting
- Exacting Budgets and Tracking of Expenditures
- Public and Private Funds Maintained Separately

Recommendation:

Expand JEDO Contracts to Five-Year Periods with Annual Renewals Based on Performance

GO Topeka Economic Partnership *Independent Organizational Review*



COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Primary Functions

- Business Retention and Expansion
- New Business Attraction
- Entrepreneurship and Minority/Women Business Enterprises
- Workforce Development
- Business/Commerce Parks Development and Management
- Incentive Negotiation, Administration and Oversight

Recommendation:

Guard Against Scope Creep

GO Topeka Economic Partnership *Independent Organizational Review*



COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

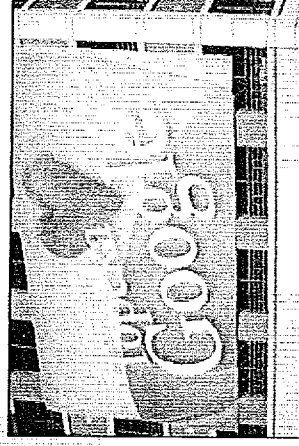
Major Findings

GO Topeka's Marketing Platforms

- Best-of-Class
- Brand Consistency
- Focused, Rich in Content
- Website is User-Friendly; Current; Rich in Content
- Relevant Messaging
- Aligned with Targeted Sectors

Recommendation:

Guard Against Further Reduction of Marketing Budget





GO Topeka Economic Partnership *Independent Organizational Review*

COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Accountability

- Ambitious Strategic Frameworks and Annual Business Plans
 - Audacious Goals, Rationale and Anticipated Outcomes
- Rigorous, High Performance Metrics
- Exceptional Performance Tracking Committed to Paper
- Detailed, Evidenced-Based Quarterly and Annual Reports
- Clearly Defined Incentive Policy
 - Pay for Performance
 - Clawback Provisions
 - Independent CPA Company Performance Reviews
- Independent Economic Impact Analyses for Incentivized Projects

Recommendations:

Revise Quarterly/Year-End Report to Reflect Activity:

- Include Executive Summary of Current/Projected Goals and Cumulative Achievements
- Summarize Potential Jobs, Capital Investment, etc. of Prospect Portfolio



GO Topeka Economic Partnership *Independent Organizational Review*

COMPREHENSIVE INDEPENDENT ORGANIZATIONAL REVIEW

Major Findings

GO Topeka's Performance

- Outstanding Performance, Well-Documented Accountability
- Expansive Positive Economic Impact on Topeka/Shawnee County
- Well-Deserved, Highly Regarded Reputation in Economic Development within the Kansas City Region, State of Kansas and Nationally
- High Praises from Economic Development Allies and Site Location Consultants

Recommendation:

To maintain outstanding performance levels, ensure that political and business support remains consistent and firmly committed

GO Topeka Economic Partnership *Independent Organizational Review*

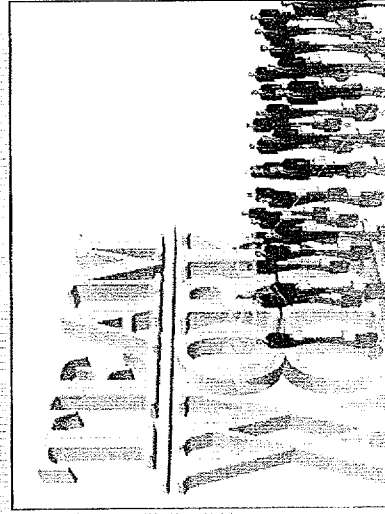


GO TOPEKA'S COMPETITIVE STANDING

Best Practices in Economic Development

International Economic Development Council national survey of economic development organizations and related research

9 Factors of Success for High Performing Economic Development Organizations



Source: IEDC High Performing Economic Development Organizations, 2011.

IO, INC Prepared for the GO Topeka Economic Partnership. May 2012.



GO Topeka Economic Partnership

Independent Organizational Review

GO TOPEKA'S COMPETITIVE STANDING

Best Practices in Economic Development

9 Factors of Success

- Driven by the customer, e.g., the company that employs people and pays taxes;
- Operate with a strategic plan grounded in the realities of the community;
- Measure results and adjust accordingly;
- Take risks;
- Build strong alliances and networks;

Source: IEDC High Performing Economic Development Organizations, 2011.

IO, INC Prepared for the GO Topeka Economic Partnership. May 2012.

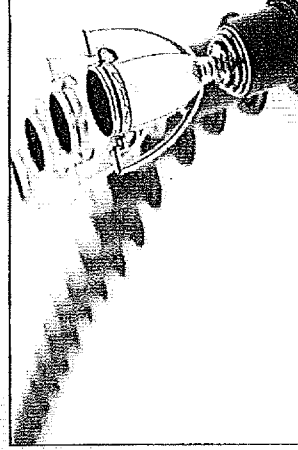


GO Topeka Economic Partnership *Independent Organizational Review*

GO TOPEKA'S COMPETITIVE STANDING **Best Practices in Economic Development**

9 Factors of Success

- Earn the trust and respect of their communities;
- Efficient with funding and resources;
- Invest in their people;
- Passionate, innovative and capable leadership.



Source: IEDC High Performing Economic Development Organizations, 2011.

IO.INC Prepared for the GO Topeka Economic Partnership. May 2012.

GO Topeka Economic Partnership

Independent Organizational Review



GO TOPEKA'S COMPETITIVE STANDING

Best Practices in Economic Development

How does **GO Topeka Economic Partnership** compare with the best practices of high performing city EDOs?



ATLANTA AUSTIN DALLAS DENVER HOUSTON



OKLAHOMA CITY PHOENIX SAN DIEGO TAMPA

GO Topeka Economic Partnership

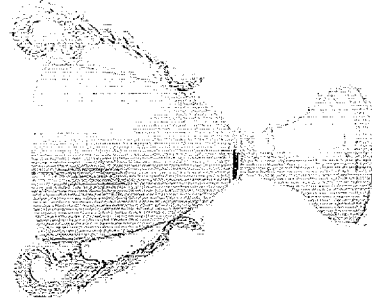
Independent Organizational Review



GO TOPEKA'S COMPETITIVE STANDING

Best Practices in Economic Development

TOP BEST PRACTICES	
	Consistency in Economic Development Strategy, Policies and Programs
	Innovative Approaches to Growing/Diversifying Economy
	Positive Business Image
	Top Rankings in National Business Pubs and Think Tanks
	Rigorous Metrics
	Strong Private Public Partnerships



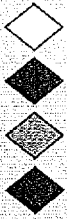
GO Topeka Economic Partnership Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
ORGANIZATION, GOVERNANCE AND FINANCIALS			
Wright, Dawn	GO Topeka Economic Partnership	Letter of Directives	March 27, 2012
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Organization Chart	January 2012
Kinsinger, Douglas S.		Resume	
Hermocillo-Legg, Cyndi		Resume	
Wright, Dawn		Resume	
Feldmann, Jolynn S.		Resume	
	Greater Topeka Chamber of Commerce	Personnel Procedures Handbook	August 3, 2011
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Job Description - Vice President Economic Development	March 2012

GO Topeka Economic Partnership Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Job Description - Vice President - Existing Business	September 2011
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Job Description - Vice President - Entrepreneurial and Minority Business Development	September 2011
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Job Description - Assistant Vice President Attraction and Marketing	September 2011
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Job Description - Manager-Research	September 2011
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Job Description - Executive Assistant	September 2011
	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Job Description - Administrative Assistant-EMBD Program	January 2011
	Growth Organization of Topeka/Shawnee County, Inc.	Not For Profit Articles of Incorporation	February 1, 2000
	Growth Organization of Topeka/Shawnee County, Inc.	Bylaws	January 6, 2006

GO Topeka Economic Partnership Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
Board of Directors	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Orientation Manual	2012
Board of Directors	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Agenda	October 7, 2011
Board of Directors	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Agenda	November 4, 2011
Board of Directors	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Agenda	December 2, 2011
Board of Directors	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Agenda	January 6, 2012
Board of Directors	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Agenda	February 3, 2012
Board of Directors	GO Topeka Economic Partnership / Greater Topeka Chamber of Commerce	Agenda	March 2, 2012
	GO Topeka, Inc.	Projected Remaining Sales Tax Fund Activity/ Cash Basis	March 8, 2012
	Mize, Houser & Company P.A.	Accountants' Compilation Report	March 26, 2012

10. INC Prepared for the GO Topeka Economic Partnership. May 2012.

GO Topeka Economic Partnership

Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
	Mize, Houser & Company P.A.	Accountants' Compilation Report	February 29, 2012
	Mize, Houser & Company P.A.	Accountants' Compilation Report	January 31, 2012
	Growth Organization of Topeka / Shawnee County, Inc.	Forecasted Statement of Receipts and Disbursements - Cash Basis	November 28, 2011
	Go Topeka	2011 Budget - Public	NDA
	Go Topeka	2010 Budget - Public	NDA
	Growth Organization of Topeka / Shawnee County, Inc.	Financial Statements and Accountants' Report	December 31, 2010 and 2009
	Growth Organization of Topeka / Shawnee County, Inc.	Financial Statements and Auditors' Report	December 31, 2009 and 2008
	Growth Organization of Topeka / Shawnee County, Inc.	Financial Statements and Independent Auditors' Report	December 31, 2008 and 2007
	GO Topeka Economic Partnership	Source of Funds	2008 - 2012

GO Topeka Economic Partnership Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
	GO Topeka Economic Partnership	Use of Funds	2008 - 2012
	GO Topeka Economic Partnership	Use of Private Funds	2008 - 2012
		Questions Submitted	August 3, 2004
	GO Topeka Economic Partnership	Revised Guidelines and Procedures for Economic Development Sales Tax Incentives - Topeka/Shawnee County, KS	September 2008
	Kansas State Legislature	Kansas Statutes, Chapter 12, Article 29 Interlocal Cooperation.	Enacted 1957 with subsequent amendments
	Growth Organization of Topeka / Shawnee County, Inc. & Joint Economic Development Organization (JEDO)	Agreement for Services	December 6, 2011
	Board of County Commissioners of the County of Shawnee, KS and The City of Topeka, Kansas	Interlocal Agreement	December 9, 2004
	Board of County Commissioners of the County of Shawnee, KS and The City of Topeka, Kansas	Interlocal Agreement	November 1, 2001
	Board of County Commissioners of the County of Shawnee, KS and The City of Topeka, Kansas	Interlocal Agreement	October 8, 2001

IO, INC Prepared for the GO Topeka Economic Partnership. May 2012.

GO Topeka Economic Partnership Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
	Growth Organization of Topeka / Shawnee County, Inc. and Allen Foods	Incentive Agreement	July 14, 2010
	Growth Organization of Topeka / Shawnee County, Inc. and Allen Foods	Independent Accountants' Report on Applying Agreed Upon Procedures	December 8, 2011
	Growth Organization of Topeka / Shawnee County, Inc. and Coca Cola Enterprises	Memorandum of Understanding	December 1, 2004
	Growth Organization of Topeka / Shawnee County, Inc. and Coca Cola Enterprises	Independent Accountants' Report on Applying Agreed Upon Procedures	December 16, 2011
	Growth Organization of Topeka / Shawnee County, Inc. and Coca Cola Enterprises	Memorandum of Understanding - Payment Documentation	July 23, 2010
	Growth Organization of Topeka / Shawnee County, Inc. and Coca Cola Enterprises	Memorandum of Understanding - Payment Documentation	January 21, 2009
ANNUAL AND QUARTERLY REPORTS			
	GO Topeka Economic Partnership	Economic Development Year End 2011 Report to JEDO	2011
	GO Topeka Economic Partnership	Economic Development Year End 2010 Report to JEDO	2010

GO Topeka Economic Partnership Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
	Greater Topeka Chamber of Commerce	Economic Development Year End 2009 Report to JEDO	2009
	Greater Topeka Chamber of Commerce and GO Topeka	Economic Development 3rd Quarter 2011 Report to JEDO	3 QTR 2011
	Greater Topeka Chamber of Commerce and GO Topeka	Economic Development 2nd Quarter 2011 Report to JEDO	2 QTR 2011
	Greater Topeka Chamber of Commerce and GO Topeka	Economic Development 1st Quarter 2011 Report to JEDO	1 QTR 2011
	Greater Topeka Chamber of Commerce	Economic Development 2010 3rd Quarter Report to JEDO	3 QTR 2010
	Greater Topeka Chamber of Commerce	Economic Development 2010 2nd Quarter Report to JEDO	2 QTR 2010
	Greater Topeka Chamber of Commerce	Economic Development 2010 1st Quarter Report to JEDO	1 QTR 2010
	Greater Topeka Chamber of Commerce	Economic Development 2009 3rd Quarter Report to JEDO	3 QTR 2009
	Greater Topeka Chamber of Commerce	Economic Development 2009 2nd Quarter Report to JEDO	2 QTR 2009

GO Topeka Economic Partnership Independent Organizational Review



Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
	Greater Topeka Chamber of Commerce	Economic Development 2009 1st Quarter Report to JEDO	1 QTR 2009
	GO Topeka	Companies Offered Local Incentives 2002 - 2011	NDA
	Greater Topeka Chamber of Commerce and GO Topeka	GO Topeka Activity 2002 - November 2011	NDA
	Topeka/Shawnee County, Kansas	Community Profile	February 1, 2012
BUSINESS PLANS AND MARKETING MATERIALS			
	GO Topeka Economic Partnership	Prosperity (2015) Strategy Framework and 2011 GO Topeka Economic Partnership Business Plan	NDA
	GO Topeka Economic Partnership	New Business Attraction 2011-2013 Marketing Blueprint (Confidential)	NDA
	GO Topeka Economic Partnership	2012 - 2015 Strategic Plan; 2012 Business Plan Economic Development	NDA
	Greater Topeka Chamber of Commerce	2002 - 2012 Strategic Plan; 2010 Business Plan	NDA

GO Topeka Economic Partnership

Independent Organizational Review

Index of Documents Reviewed

NAME	ORGANIZATION	DOCUMENT	DATE
	Avalanche Consulting; McCallum Sweeney Consulting	Target Industry Study	December 2010
	Impact Data Source	A Report of the Economic Impact of Project Pepper in Topeka, Kansas	January 20, 2011
	GO Topeka Economic Partnership	Existing Business Program Brochure	NDA
	GO Topeka Economic Partnership	We Are Doers Brochure	NDA
	GO Topeka Economic Partnership	500 Acres of Ready	NDA
	GO Topeka Economic Partnership	Warning. Your Expectations Will Be Exceeded. Brochure	NDA
	GO Topeka Economic Partnership	We Do Things Differently in Topeka Brochure	NDA
	GO Topeka Economic Partnership	Instant Gratification. Long-Term Satisfaction. Brochure	NDA
	GO Topeka Economic Partnership	Where The Magic Happens Brochure	NDA

GO Topeka Economic Partnership

Index of Documents Reviewed



NAME	ORGANIZATION	DOCUMENT	DATE
	GO Topeka Economic Partnership	Build It. Store It. Ship It. Brochure	NDA
	GO Topeka Economic Partnership	Ahhh ... That's Refreshing Brochure	NDA
	GO Topeka Economic Partnership	You Make It. We Make You Profitable Brochure	NDA
	GO Topeka Economic Partnership	Best Friend in Business.	NDA
	GO Topeka Economic Partnership	Greener Future? You're in Luck. Brochure	NDA
	GO Topeka Economic Partnership Advancing Topeka/Shawnee County	Seizing The Opportunity	February 2012
	Greater Topeka Chamber of Commerce and GO Topeka; The Washburn University Small Business Development Center, the Service Corps of Retired Executives (SCORE) Topeka Chapter	NaviGate Cooperative Endeavor Agreement	March 24, 2009
	Greater Topeka Chamber of Commerce and GO Topeka; The Washburn University Small Business Development Center, the Service Corps of Retired Executives (SCORE) Topeka Chapter	NaviGate Identification of Services	NDA



GO Topeka Economic Partnership

Independent Organizational Review

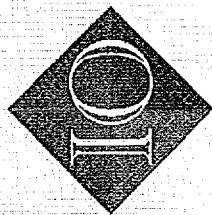


"The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark".

~ Michelangelo



STRATEGY • SOLUTIONS • SUCCESS



IO·INC

Ioanna T. Morfessis, Ph.D.
President and Chief Strategist

IO·INC

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Comprehensive Independent Organizational Review
IO Inc. – Ioanna Morfessis
GO Topeka Economic Partnership

GO Topeka's Governance

Recommendation:

- Establish a More Clearly Defined Delineation between the Greater Topeka Chamber of Commerce and GO Topeka Economic Partnership
- Articulate Roles/Missions of Affiliated Organizations in the Board Orientation Manual

Response: Delineation of GO Topeka/Chamber of Commerce document completed 5-8-12. To be used in GO Topeka Board Orientation and shared with community on an ongoing basis. Affiliated Organizations Mission/Roles document completed 5-7-12. To be used in GO Topeka Board Orientation Manual.

See attached documents-Affiliated Organizations GO Topeka and Delineation GO Topeka Chamber

GO Topeka's Organization

Recommendations:

- Include Major Expectations in Each Position Description
- Develop/Institute Professional/Personal Development Plans for All Staff Members

Response: Create addendum to each staff position to include major expectations of the position completed 5-31-12. Develop Professional Individual Development Plans for all staff members, currently in process and ongoing with input by each staff member as to their individual professional development plan to include mentoring and support from supervisory staff. To be completed during 3rd Quarter 2012.

See attached documents-Addendum to Vice Presidents Job Descriptions, Professional Development Principles and Creating Professional Development Plan

GO Topeka's Finances

Recommendation:

- Expand JEDO Contracts to Five-Year Periods with Annual Renewals Based on Performance

Response: Discussion to occur with JEDO members, might require inter-local agreement adjustment

GO Topeka's Primary Functions

Recommendation:

- Guard Against Scope Creep

Response: Utilize the GO Topeka Mission Filter process internally on an ongoing basis. Focus on the filter process when creating GO Topeka annual strategic plan. Encourage staff to use filter on a day to day basis while conducting business to guard against scope creep.

See attached document-Issue Filter Process for GO Topeka

GO Topeka's Marketing Platform

Recommendation:

- Guard Against Further Reduction of Marketing Budget

Response: Evaluate marketing budget on an ongoing basis, but focus on especially during budgeting process.

GO Topeka's Accountability

Recommendations: See 2nd Quarter 2012 JEDO report reflecting current activity

- Revise Quarterly/Year-End Report to Reflect Activity:
 - Include Executive Summary of Current/Projected Goals and Cumulative Achievements
 - Summarize Potential Jobs, Capital Investment, etc. of Prospect Portfolio

Response: Executive summary to be included in Quarterly/Year-End JEDO Report to reflect current/projected goals and achievements. Quarterly/Year-End JEDO Report to reflect number of active projects, potential capital investment and potential jobs as gathered in Eco-Devo Project Tracker database.

GO Topeka's Performance

Recommendation:

- To maintain outstanding performance levels, ensure that political and business support remains consistent and firmly committed.

Response: GO Topeka to take every opportunity, as confidentiality restrictions allow, to involve elected and business officials on an ongoing basis.

Affiliated Organizations
GO Topeka Economic Partnership

Greater Topeka Chamber of Commerce – Doug Kinsinger, President/CEO

The Topeka Chamber is a 501(c)6 membership organization that works to improve the business climate through membership services, government advocacy and leadership development while advancing the general welfare, quality of life and prosperity of the Greater Topeka area.

Greater Topeka Chamber Foundation - Greg Schwerdt, Chairman 2012

A 501(c)3 charitable foundation focused on economics education, community redevelopment and issues associated with low to moderate income individuals and minority groups.

Heartland Visioning - William Beteta, Executive Director

(subleases office space from Chamber/part of Chamber Foundation) - an organization focused on developing and implementing a community wide strategic vision and plan.

Governor's Military Strategic Planning Commission - John Armbrust - Executive Director

(State contracts with Go Topeka for administration of this Gubernatorial appointed organization) - focuses on the retention and expansion of the four primary military installations i.e., Fort Leavenworth, Fort Riley, McConnell AFB and the 190th ARW.

Washburn University Small Business Development Center - Karl Klein, Regional Director

(GO Topeka provides free office space for WUSBDC next door) - provides training and free counseling to small businesses and entrepreneurs aligned with mission of GO Topeka small business efforts.

Downtown Topeka, Inc.—Vince Frye, Executive Director

Separate non-profit organization that works in a collaborative fashion for the growth and continued development of the Downtown Topeka area.

Visit Topeka, Inc. - Olivia Simmons, President

Separate non-profit organizations that work in a collaborative fashion for the growth and development of tourism in Shawnee County. (Reciprocal Board of Directors positions for staff executive)

Heartland Works, Inc. - Kris Kitchens, Executive Director

Non-profit organization focused on job placement and training of Workforce Investment Act qualified individuals. (Chamber nominates positions to their board and Kitchen serves on the GO Topeka Board)

JEDO (Joint Economic Development Organization)

Independent governmental body formed by inter-local agreement between the City of Topeka/ Shawnee County, with the Chair alternating annually between City/County- currently Shelly Buhler, 2012.

(Contracts with GO Topeka for Economic Development Services and ultimately responsible for supervision of half-cent sales tax for economic development and infrastructure with 7 voting members)

Kansas City Area Development Council (KCADC)

Members of and invest in this regional economic development marketing organization representing a 2 state area stretching from Manhattan, KS to Independence, MO.

We receive prospects and staff support for our economic development efforts.

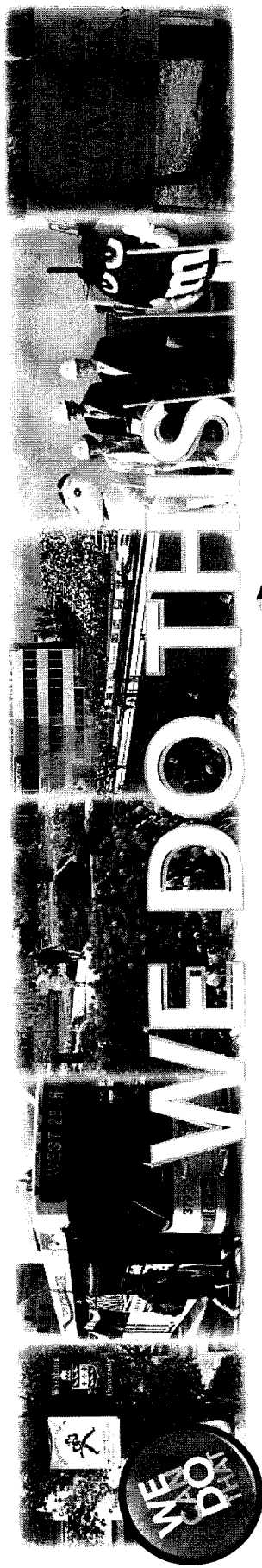
Kansas City SmartPort

Members of and invest in this regional economic development organization which focuses on logistics and distribution marketing of the Kansas City region.

We receive prospects and staff support for our economic development efforts.

Mid-America Manufacturing Technology Center (MAMTC)

Regional non-profit resource center focused on helping develop process improvement, technology and engineering solutions for small and medium sized manufacturers.



GO Topeka

ECONOMIC PARTNERSHIP promotes economic development which is vital to the growth and prosperity of Topeka/Shawnee County. GO Topeka creates exceptional opportunities for innovation, and economic diversity and vibrancy that positively impact current and future citizens of Topeka and Shawnee County. This is accomplished by attracting world-class companies, providing existing companies with the knowledge and resources to reach their highest potential, and cultivating entrepreneurial development and growth.

New Business Attraction

Recruitment of new primary jobs at government

Existing Business

Expansion and retention of existing company employees

Workforce Development

Developing the future workforce of our community

Small Business/Entrepreneurial Development

Assisting startups or growing small business owners with a priority toward the minority-owned, women-owned and/or prior to migrate economic entrepreneurs

Entrepreneurial Development

Cultivating and growing potential to many entrepreneurs

Research

Data and information supporting the overall strategy of GO Topeka's mission.



Greater Topeka

CHAMBER advances the business environment and quality of life in the greater Topeka area. The Topeka Chamber is a voluntary business organization that works to grow the local economy, advocates on behalf of business interests and promotes the professional, civic and cultural well being of the Topeka area.

Membership Services

Business-to-business networking opportunities, Business Expo, Chamber Lunch Connect, Power Breakfast, Business After Hours

Government Advocacy

Voicing business views at all levels of government, Inter-City visit, Candidate School

Marketing

Communicates the benefits of growing a business and making Topeka a great place to live, work and play. Newsletters, relocation information, Union clippings, business recognition

Leadership

Train and encourage business and community leaders to attend Leadership visitation, Fast Forward for young professionals, Leadership Greater Topeka

Community Issues

Advocate for community developments, Downtown redevelopment, riverfront development, infrastructure replacements and improvements, address climate, community asset building

MAJOR EXPECTATIONS- Addendum to Job Description

Vice President, Economic Development

- Increase employment base and provide increased business opportunities annually in Shawnee County.
- Annual Increase in number of Primary Jobs in Topeka/Shawnee County at or above the Shawnee County Average Wage.
 - Development of new prospects
 - Development of new qualified projects
 - Personal contacts with Site Consultants and National Corporate Realtors
 - Attract new capital investment
 - Attract new primary jobs
 - Increase the per capita income in Shawnee County over time by attracting employers that pay at least the Shawnee County average wage

MAJOR EXPECTATIONS- Addendum to Job Description

Vice President, Existing Business

- Increase Primary jobs created by existing businesses and increase levels in assessed value of primary businesses already located in Shawnee County.
- Support development opportunities to deliver emerging, and existing workforce, with appropriate skill sets to Existing and New Businesses in Topeka/Shawnee County.
 - ◆ Increase contact with existing businesses and top employers to include business visits including top 40 employers
 - ◆ Provide assistance to existing companies needing help. Assistance includes resources, referrals, problem solving, and expansion assistance
 - ◆ Continue WorkKeys testing of high school seniors and produce a report that measures skills attainment against the previous year's testing
 - ◆ Provide education and training for workforce to support existing business

MAJOR EXPECTATIONS -Addendum to Job Description

Vice President, Entrepreneurial and Minority Business Development

- Build capital led strategies to foster public/private support and funding to sustain the Topeka/Shawnee County First Opportunity Fund; while filling critical gaps for the underserved entrepreneur.
- Promote growth of Shawnee County existing business or elevate start up businesses; while prioritizing the minority-owned, women-owned and low to moderate entrepreneur.
 - ◆ 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
 - ◆ Provide extensive training/entrepreneurial education opportunities
 - ◆ Consistently increase and manage the number of loans closed within Topeka Shawnee County First Opportunity Fund Lending Portfolio
 - ◆ Assisting creation of entrepreneurial jobs



PRINCIPLES FOR PROFESSIONAL AND PERSONAL DEVELOPMENT PLANS

PURPOSE: To encourage and enable the employees of GO Topeka to actively engage in a life-long process of learning, so that GO Topeka can become and sustain itself as a learning organization.

GOALS: Have all employees of GO Topeka take the responsibility for their career advancement, education, and mastery of skills and knowledge, as well as to encourage their love of and commitment to being a civic-minded citizen in the Shawnee County community.

Professional Development Plan

To develop a system and plan for learning that will enable each individual to grow professionally and have new knowledge and skills that will improve their own effectiveness and that of GO Topeka, and to keep each staff member current and competitive in the workplace.

Personal Development Plan

To encourage each employee to develop personal self-improvement goals and a plan to achieve these goals. We realize employees who achieve personal success are happier and more productive employees.

RESOURCES: GO Topeka will make every endeavor to support the actualization of the professional development plans through approved training courses.

Creating a Professional and Personal Development Plan



GO Topeka Professional Development Plan

Name

Introduction

Why should you be concerned about planning your career? It is your career. If you don't take responsibility for the success of your career, then who will? Besides, considering all the time and energy you spend at work; why not ensure you get maximum satisfaction from your work and career? The workplace has been affected by a number of significant changes or trends, which have definite ramifications for your career planning:

Less job security: Gone is the era of high job security, with the same employer for life, where good employees automatically move up well-defined career ladders. Even in higher education, downsizing will continue to eliminate some jobs in response to increased pressures to reduce costs. Workers will, of necessity, need to be more mobile in finding the right job – and employer.

Up is not the only way: In higher education, there are trends toward flattening of organizational structures. The traditional linear career patterns will be less available. Employees will need to be more flexible, adaptable and creative in identifying their next job, and may need to consider lateral moves or rotational assignments to broaden their experience or leverage their skills.

Technical knowledge and skills obsolescence: Rapid advancements in technology and state-of-the-art knowledge require employees to upgrade their skills and “retool” themselves just to remain current with their job requirements.

It is definitely to your advantage to position yourself for long-term employability in the rapidly changing world of work. Begin preparing now for the future!

Creating a Professional Development Plan was written using materials from the following sources:

NASA's Financial and Resources Management Individual Development Plan Advisor at
<http://ifmp.nasa.gov/codeb/staffing/idpguide.htm>

Robin Ryan, *What to Do with The Rest of Your Life: American's Top Career Coach Shows You How to Find or Create the Job You'll LOVE* (New York: Fireside, 2002).

Developing a Professional Development Plan (PDP)

Reflecting

Taking time to write and reflect on your career can increase your self-awareness and help you organize and synthesize your thoughts.

Gaining Self-Awareness

A professional development plan is a concept that emphasizes gathering input from many sources. First, you will need to do some self-analysis on aspects of work that give you satisfaction and aspects that do not bring satisfaction. A suggestion would be to continue to use your PDP book to write about other events and to analyze those to learn more about what elements you would want to include and emphasize in your career. You may want to write about work you've done in the community or volunteer work or other jobs you've held in the past in order to look for nuggets of information about the important areas that future jobs should include in order to bring you satisfaction.

Seeking Outside Input

Work to gain more information from others in order to have the full picture about yourself. Talk to your supervisor, your mentor or coach at work, your peers or staff at work to gain information. Each PDP should be uniquely tailored to the needs of the individual and the organization. You might identify extensive skill training; or might emphasize a more academic approach. There is no set pattern – the term “individual” is basic to the concept – especially as it applies to your willingness and capacity to learn and grow.

After you have begun to test out new areas you want to explore, work with input from your supervisor and coach/mentor to set goals which cover the bigger picture for the next three years.

Current Career Issues Worksheet

What are your career issues?

Which ones are relevant for you now?

Check the statements that are true for you at this time. Move quickly through these items.

- ☐ You are new in your job and must learn the basics to get up to speed and feel comfortable and productive.
- ☐ You have been in your job for a while and are striving for increased competence, in general.
- ☐ You have been in your job for a while, but have a new boss or organization leader.
- ☐ You need to improve your performance in certain areas of your current job.
- ☐ You need to update your skills or expertise to keep up with the changing technologies or state-of-the-art knowledge in your line of work.
- ☐ Your job duties have changed recently (or will change), requiring some new skills or expertise on your part.
- ☐ Your job may be eliminated due to reengineering or structuring, and you want to begin "retooling" to be ready for future opportunities.
- ☐ You want to prepare for a promotion or move to the next higher level of responsibility.
- ☐ You want to broaden your skills or expertise to allow yourself more flexibility for future job moves.
- ☐ You want to change jobs within your current job category, and....
 - Stay in your current division at your current institution
 - Change to a different area at your current institution
 - Change institutions within higher education
 - Stay in higher education
 - Leave higher education
 - You don't see much of a future if you remain in your current job, but aren't sure of your options.
 - You want to plan your retirement.
 - Other _____

Self-Assessment Worksheet

To gain a better understanding of yourself, answer the following questions.

1. Of the new and recent developments in my organization or field, **what interest me the most? What are my current skills and strengths for pursuing these interests?** What do I need to do to reposition my career so that I can get involved in these new areas?
2. **What is the most important to me in my work?**
3. **What things are “must haves” for me in a job?**

Professional Development Worksheet

Complete with input from supervisor.

Answer the following questions to identify what is currently going on around me, and what changes I expect to occur in the near future:

1. What new expertise and skills will be required or desirable to benefit the organization in the future?
2. What opportunities are available for developing this new expertise and skills (work experiences, training, rotational assignments, professional conferences, mentoring, and so forth)?
3. How might my role (job) change in my organization? How can I prepare for or develop new skills for these changes?
4. In what areas do my interests and personal plans overlap with the changing needs of my organization?
5. What knowledge, skills, or abilities are important for increasing or maintaining the quality of my performance in my present assignments?
6. What knowledge, skills, or abilities would help prepare me for opportunities or roles I might have in the future?

7. Compared to the development needs suggested by these factors, other interests for development that are important to me include:

Supervisor Signature

Skills Assessment List*

Adapt tools, machinery and equipment	Follow-through on tasks
Advise others	Fund-raising
Analyze data	Give presentations
Audit or balance financial information	Hire people
Budget time, resources, or materials	Influence others
Budget management	Install equipment
Calculate numerical data	Interior design
Compile research data	Interview people
Complete projects or tasks on schedule	Instruct others
Computer skills: Note all	Interpret or translate a different language
Conceptualize ideas	Invent new products
Conduct statistical analysis	Justify decisions
Conduct market research	Lead a department
Control costs	Lead an organization
Construct or assemble things	Legal expertise
Coordinate services	Make business deals
Create displays	Manage people
Create advertising/marketing materials	Mentor others
Create graphs/charts	Merchandising of product(s)
Critique or review others' work	Multitask
Curriculum development	Negotiate contracts
Demonstration how to do things	Operate equipment or machinery
Demonstrate strong interpersonal skills	Originate new ideas or procedures
Design buildings	Organize data or information
Design flyers, brochures, booklets, etc.	Organize people
Detail-oriented person	Organize processes or systems
Detect problems or errors	Organize programs
Diagnose technical problems	Promote products, services, or events
Dispense medicines	Quality assurance

Document records	Quality improvement
Edit written material	Rehabilitate others
Effective listening skills	Schedule others
Encourage productivity in others	Sell products or services
Establish policy and/or procedures	Solve technical problems
Estimate space or cost requirements	Supervise construction projects
Examine products or processes	Supervise installations
Financial analysis	Supervise staff
Financial planning	Team builder
Test others or objects	Verbal communications skills
Treat ill people	Visionary
Use multimedia equipment	Write technical materials
Use sophisticated equipment, instruments	Written communication skills
Use scientific/medical instruments	

Other skills you may possess? List them here.

Values Assessment List*

Acquiring new knowledge	Opportunity for advancement
Autonomy in job	Power and influence
Beautiful work surroundings	Public contact
Being around interesting people	Quality of product
Benefits	Recognition
Blending of family and career	Regular 40-hour work week
Challenging work	Salary
Clear rules and expectations	Security
Competition	Status and prestige
Creativity	Supervising others
Flexible work schedule	Taking risks
Freedom from pressure and stress	Travel opportunities
Friendships at work	Variety and change in work
Helping others	Working alone
Independence	Working from home
Involvement in decision making	Working with a team
Leisure time	Working with details

Other Values you may possess? List them here.

*Ryan, Robin What to Do with The Rest of Your Life: America's Top Career Coach Shows You How to Find or Create the Job You'll LOVE. New York: Fireside, 2002, pp. 19-20

Goal Development Questions

A goal is a statement of a desired outcome or accomplishment that is specific, observable and realistic. Based on the data you have generated about yourself on the previous worksheets *and* your specific career issues, write some career goals for the next one, two, and three years and answer the following questions in your Professional Development Plan.

1. What I want to accomplish and the knowledge/skills I want to acquire or improve by this time next year are:

2. What I want to accomplish and the knowledge/skills I want to acquire or improve by the end the second year are:

3. What I want to accomplish and the knowledge/skills I want to acquire or improve by the end the third year are:

4. What barriers or obstacles might prevent me from accomplishing my goals on time (e.g., time, money, and other commitments)?

5. What can I do to overcome these barriers or obstacles? What resources are available to help me?

Action Steps Worksheet

Think about the gap between what your career is like now and how you would like for it to be. Think of an area you would like to improve. List some steps to move yourself from where you are now toward where you'd like to be.

- List some steps to move from where you are now toward where you'd like to be. Categorize the steps as immediate, medium-term, or long-term actions.

Personal Development Plan

Happiness is within your reach, in your personal life and at work. We understand that employees who are happy in their personal lives are happier in their work environment.

What would you like to accomplish in the next year in your personal life?

What would you like to accomplish in the next 3 years in your personal life?

GO Topeka

ISSUE FILTER PROCESS

Mission Statement

GO Topeka's Mission is to create exceptional opportunities for growth, prosperity, innovation, and economic diversity and vibrancy that positively impact current and future citizens of Topeka and Shawnee County by attracting world-class companies, providing existing companies with the knowledge and resources to reach their highest potential, and cultivating entrepreneurial development and growth.

Does it fall under the mission of GO Topeka?



Does the issue have business recruitment and development implications?



How does the issue affect our community?



Can GO Topeka make a difference?



Is the outcome apparent?



Is another group or organization in the area responsible for this ?

ITEM #5

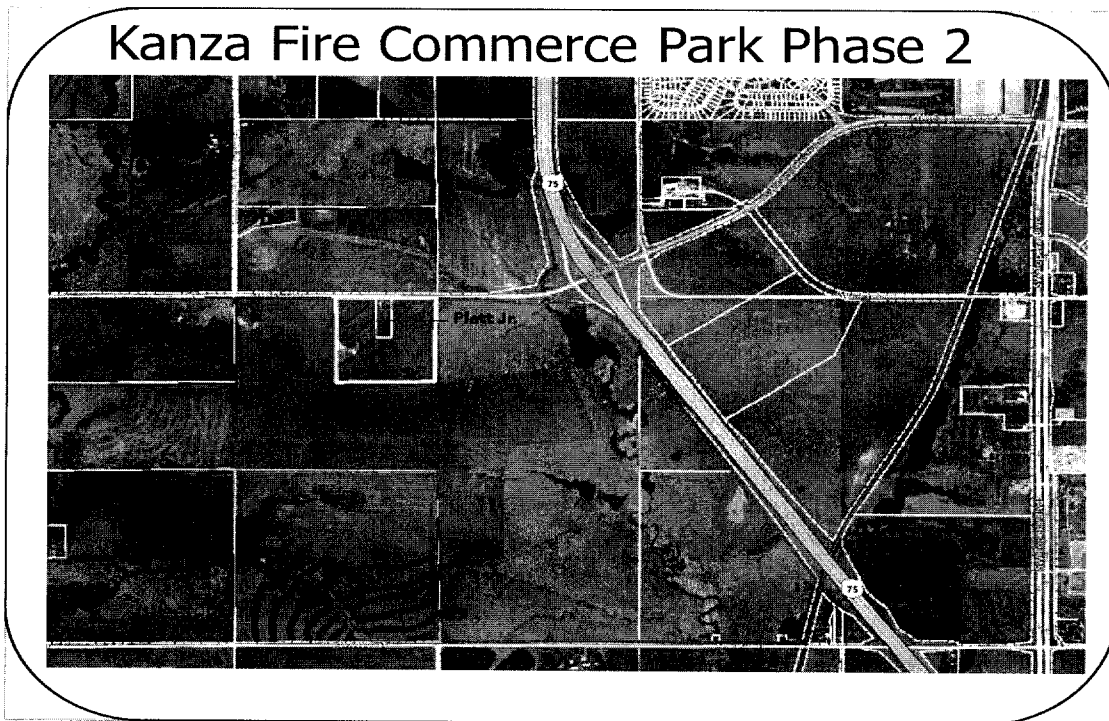


July 25th JEDO meeting agenda item relating to authorization of purchase of land for Phase 2 of Kanza Fire Commerce Park

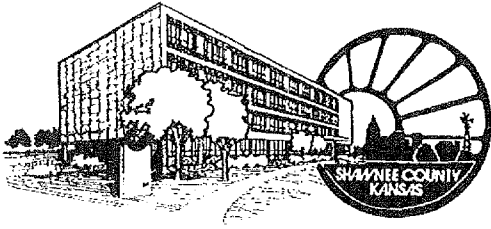
GO Topeka requests the authority to exercise two Options to acquire properties located West of Highway 75, in Phase 2 of the Kanza Fire Commerce Park, consisting of approximately 40 acres. These Options expire if not exercised by August 31, 2012.

The Options set forth a purchase price of \$221,250 for the land of Chester W. Platt, Jr., and Dawn M. Platt, and \$181,250 for the land of Chester W. Platt, Sr. GO Topeka receives a credit of \$12,500 against each purchase price for the initial option payment. Therefore, GO Topeka seeks authority to expend \$377,500 to exercise the options and purchase the properties. GO Topeka further seeks authority to expend such additional amounts as reasonably needed for fees and costs relating to the closing of the transactions.

In the event GO Topeka decides that an extension of the Options is a viable and preferred option at this time, GO Topeka would also like the authority to, instead, extend one or both of the Options for an amount to be negotiated with the landowners.



ITEM #6



Shawnee County
Office of County Counselor

RICHARD V. ECKERT
County Counselor

Shawnee County Courthouse
200 SE 7th St., Ste. 100
Topeka, Kansas 66603-3932
(785) 233-8200 Ext. 4042
Fax (785) 291-4902

MEMORANDUM

TO: JEDO Board of Directors

FROM: Shelly Buhler, JEDO Chair *SB by RVE*

DATE: July 18, 2012

RE: Consider authorizing Shawnee County to provide all administrative support to JEDO every year.

There has been confusion in the past in the way JEDO passes administrative services back and forth from City support staff to County support staff.

I would propose the County support staff be responsible every year for JEDO purposes. The tax that funds JEDO is a county-wide sales tax, so it makes some sense to utilize County personnel full time. I would expect County personnel to treat City elected officials and staff with the same degree of professionalism and care that they treat the Board of County Commissioners.

I look forward to answering any questions on this issue.

ITEM #7

ITEM #8

