



GOTopeka

ECONOMIC PARTNERSHIP

Economic Development

4th Quarter 2013

Report to JEDO





Executive Summary 4th Quarter- Year End 2013

GO Topeka staff worked in the fourth quarter of 2013 to achieve the annual goals set and to ensure continued economic development success for Topeka and Shawnee County.

The New Business Attraction program during the fourth quarter met with 42 site location consultants and corporate real estate professionals in face to face meetings. Additionally, staff hosted three companies for in-community site visits. During the fourth quarter, staff worked with 15 prospects, resulting in four new potential projects for Topeka/Shawnee County. The current portfolio of New Business Attraction projects, at the end of the fourth quarter includes 30 Projects, capturing potential for 4,702 new direct jobs and \$270,900,000 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program made 49 company visits during the 4th Quarter of 2013, and is currently working on 10 active projects, which based on data received to date, represents \$41,000,000 in new capital investment, and 969 direct new and retained jobs. Work continues toward meeting with, and educating local businesses of resources available within the community.

Workforce Development initiative continues to build strong relationships with area primary employers and training partners. In the fourth quarter, leading food manufacturers, educational partners, and staff began finalizing the core skills requirements for the newly created Food Manufacturers (M-TECH) class. An RFP has been released to all Kansas technical schools, with the award scheduled in the first quarter of 2014. This course will provide area food manufacturers with a trained and ready workforce that can immediately work on the manufacturing floor with little training by the company. The course will last approximately 5 weeks and will include students shadowing (intern) with two participating companies for hands on experience.

The Entrepreneurial and Minority Business Development serviced 103 entrepreneurs through small business workshops/training seminars during the fourth quarter. The New Venture business plan course is complete. Participants continue to work on their business plan. A total of fourteen (14) individuals participated and graduated in the "Who Owns the Ice House" course. Six individuals graduated from the First Step class in 2013.

The following report gives much more detail as to all of the accomplishments and results of GO Topeka staff for the fourth quarter and end of year for 2013.

New Business Attraction
Team Leader: Molly Howey

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) – Results for the year: 47

Progress 1st Quarter

- 12 new prospects

Progress 2nd Quarter

- 11 new prospects

Progress 3rd Quarter

- 9 new prospects

Progress 4th Quarter

- 15 new prospects

Goal 1.2: 10 new qualified projects (formal incentive proposals submitted to company) – Results for the year: – Results for the year: 12

Progress 1st Quarter

- 3 new projects

Progress 2nd Quarter

- 3 new projects

Progress 3rd Quarter

- 2 new projects

Progress 4th Quarter

- 4 new projects

Goal 1.3: 225 personal contacts with Site Consultants and National Corporate Realtors over course of year (face to face meetings) – Results for the year: 237

Progress 1st Quarter

- Face to face meetings with 77 site location consultants and national corporate realtors at Site Selectors Guild, Industry Week Roundtables, Kansas Department of Commerce meetings and Industrial Asset Management Council.

Progress 2nd Quarter

- Face to face meetings with 57 site location consultants and national corporate realtors at Industry Week Roundtables, Kansas Department of Commerce

meetings, International Economic Development Council and Targeted outreach to site consultants located in Illinois.

Progress 3rd Quarter

- Face to face meetings with **61** site location consultants and national corporate realtors at Industrial Asset Management Council conference, Kansas Department of Commerce Meetings, KCADC conferences and World Trade 100 conferences.

Progress 4th Quarter

- Face to face meetings with **42** site location consultants and national corporate realtors at Department of Commerce events, in-community meetings and KCADC meetings.

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

- As of March 31, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
25 Projects
\$412,900,000 Potential capital investment
- As of March 31, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
11 Projects
\$13,350,000 Potential capital investment

Progress 2nd Quarter

- As of June 30, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
24 Projects
\$430,900,000 Potential capital investment
- As of June 30, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
11 Projects
\$35,600,000 Potential capital investment

*Wins include 1 new business attraction project and 2 existing business retention projects totaling 62 new jobs and 51 retained jobs with Capital investment of \$8,700,000

Progress 3rd Quarter

- As of September 30, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects Includes:
27 Projects
\$289,900,000 Potential capital investment
- As of September 30, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
11 Projects
\$32,000,000 Potential capital investment

Progress 4th Quarter

- As of December 30, 2013 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects Includes:
30 Projects
\$270,900,000 Potential capital investment
- As of December 30, 2013 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
10 Projects
\$41,000,000 Potential capital investment

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

Progress 1st Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
6,620 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
662 potential direct jobs

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
6,887 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
791 potential direct jobs
- Results include 62 NEW Jobs in 2nd Quarter and 51 RETAINED jobs in 2nd Quarter in Topeka/Shawnee County.

Progress 3rd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
6,327 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
292 potential direct jobs

Progress 4th Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
4,702 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
969 potential direct jobs

Goal 2.3: Increase the per capita income in Shawnee County over time by assisting existing industries and attracting new employers pay at least the Shawnee County average wage.

Current average: \$44,512 (2012 Fourth quarter, most recent available
Source: Kansas Department of Labor, Bureau of Labor Statistics)

Progress 1st Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$40,812 based on data received from Prospects/Projects to date

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$50,675 based on data received from Prospects/Projects to date

Progress 3rd Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$37,173 based on data received from Prospects/Projects to date

Progress 4th Quarter

- Current GO Topeka Portfolio of New Business Attraction and Existing Business Expansion Prospects/Projects includes:
Average projected wage of \$41,071 based on data received from Prospects/Projects to date

Additional Attraction Actions Implemented in 1st Quarter 2013

- All marketing materials updated for 2013
- All ads placed in national publications and online sources for direct contact with target markets for 2013
- Geographic target areas for 2013 identified, and Sales and marketing plan calendar for 2013 developed
- Attended Site Selectors Guild Conference and had booth presence with GO Topeka marketing materials
- 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
- Continued development of Regional Partnership with Lawrence and Manhattan-. Strategic planning session held to further develop the marketing mission and outcomes for the region
- Continued revisions and updating of SwiftSite –Sites and Buildings database
- Attended Industrial Asset Management Council, over 300 large corporate companies represented.
- Attended, presented Kansas Research Nexus information and had booth space at Kansas Bio-One Health Summit
- Attended RILA-Retail Industry Leaders Association Annual Trade show, with booth space, over 800 companies with distribution facilities participated.

Additional Attraction Actions Implemented in 2nd Quarter 2013

- Attended Dallas Site Consultants meetings with Kansas Department of Commerce
- Attended Momentum Logistics forum with major 3PL providers and Logistics companies
- Attended Indianapolis Site Consultants meetings with Kansas Department of Commerce
- KCADC Life Sciences Advisory Council Bi-Annual Meeting
- Kansas Research Nexus Strategic Planning meetings
- Electronic marketing blasts to suspect companies in targeted industry sectors
- Attended Manufacturing Sector forum to meet with key site consultants in manufacturing sector
- Attended IEDC annual leadership meetings to meet with key site consultants

- Attended Economic Development Roundtable series to meet with key site consultants.

Additional Attraction Actions Implemented in 3rd Quarter 2013

- Attended San Francisco meetings with Kansas Department of Commerce
- Attended Industrial Asset Management Council meeting with over 500 National industrial real estate professionals and service providers.
- Kansas Research Nexus Strategic Planning meetings
- Attended the Kansas City Area Development Council's Animal Health Homecoming Investment Forum
- Attended World Trade 100 Logistics Development conference
- Hosted one in-community site visit
- Updated sites and buildings database

Additional Attraction Actions Implemented in 4th Quarter 2013

- Attended Dallas meetings with Kansas Department of Commerce
- Attended Kansas City Area Life Sciences Institute Bioresearch Central Summit
- Attended World Trade 100 Logistics Development conference
- Hosted three in-community site visits
- Attended Women in Economic Development - Meet the Consultants event in Chicago
- Began planning 2014 Marketing and Attraction Media plan with all media outlets
- Attended Webinar, "Supercharging Business Retention and Expansion with Social Media"
- Attended Oklahoma University's Economic Development Institute
- Met with regional corporate real estate professionals at SmartPort meeting.
- Met with site selectors in the Dallas region for briefing on Topeka/Shawnee County assets
- Attended Kansas Economic Developers Association spring conference in Salina
- Continued to build relationships with brokers in the Topeka Area Association of Realtors

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. – Results for the year: 150 business visits, 91 consisted of major employers**

Progress 1st Quarter

- 32 business visits were conducted in the first quarter. Of those visits, 19 consisted of major employers.

Progress 2nd Quarter

- 31 business visits were conducted in the second quarter. Of those visits, 17 consisted of major employers.

Progress 3rd Quarter

- 38 business visits were conducted in the third quarter. Of those visits, 21 consisted of major employers.

Progress 4th Quarter

- 49 business visits were conducted in the third quarter. Of those visits, 34 consisted of major employers.

Goal 3.2: **Provided assistance to companies needing help. Assistance includes providing resources, referrals, problem solving, and expansion assistance. – Results for the year: 17 new projects**

Progress 1st Quarter

- Staff is currently working to assist 11 companies of which 5 were opened in the first quarter of 2013.

Progress 2nd Quarter

- Staff is currently working to assist 11 companies of which 3 were opened in the second quarter.

Progress 3rd Quarter

- Staff is currently working to assist 11 companies, of which 2 new company projects were opened in the third quarter.

Progress 4th Quarter

- Staff is currently working to assist 10 companies, of which 7 new company projects were opened in the fourth 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

- WorkKeys testing has been completed for 2012-2013 school year. All public schools participated with exception to Silver Lake school district. Testing scores are being

compiled and will be presented to each school district in late May at the post WorkKeys Counselor Meeting.

Progress 2nd Quarter

- A post WorkKeys meeting was held with all of the participating school districts. Graduating student for 2013 resulted in the following scores: Gold – 24%, Silver – 51%, Bronze – 12%. (Note: scores were not included/available for Topeka Public Schools due to staffing changes). Much progress has been made in institutionalizing the WorkKeys testing with high school counselors. All counselors reported testing has become easier and is being well received by students. Work will continue with providing a WorkReady Certificate to each student completing the three tests.

Progress 3rd Quarter

- Work began in early September toward testing all seniors for the 2013-2014 school year. The Workforce Center has completed registering students in the KansasWorks website. This will allow a WorkREADY! certificate to be created for each student who completes all three tests. Results will be available in May 2014.

Progress 4th Quarter

- The completion of the WorkKeys testing for participating high schools is well underway in Shawnee County for school year 2013-2014. The Workforce Center worked diligently in order to register students into the KansasWorks website so each student can be provided a WorkREADY! certificate upon the successful completion of all three testing components. Results will not be available until the middle of the second quarter of 2014.

Additional Existing Business and Workforce Development Activities Implemented in 2013:

Progress 1st Quarter:

Existing Business:

- Staff coordinated the first South Corridor Luncheon for 2013. Topeka Metro gave updates regarding bus service for businesses and residence in the south corridor area. A follow up meeting to discuss possible internship/externships in order to drive more individuals to careers in manufacturing has been scheduled for May.
- Held a workshop for the Baldrige Award program in February. Eight companies participated in the two hour workshop. In late April another meeting regarding communities of excellence will be held at Washburn University.
- Staff organized a meeting with the Kansas Department of Transportation and business to discuss changes in law for hauling multiple trailers on I-70 going west.
- Presented to JEDO and public the importance of existing business program.
- Participated in the KEDA Legislative Day held in Topeka. During the workshop staff was able to learn about new legislation relating to existing businesses and businesses planning expansions.

Workforce Development:

- Staff attended a two day Workforce Summit in January. This workshop is focused on workforce issues in Kansas/nation.
- Staff is in leadership position for the local Society of Engineers chapter. The chapter meets monthly for plant tours and information panel discussions. Goal is to grow the chapter to 50 members by the end of 2013. Currently the chapter has 28 members
- Participated in the AST Advisory Group in March. This is a group of businesses that advise Washburn Tech of the training needs for their industry. Goal is to align the training within this facility to the area's business needs.
- Continue to partner with Seaman H.S. on the shadow program for students in industry. This program has been very successful in that the first semester they had seven students. The current semester there are 18 students participating.

Additional Existing Business and Workforce Development Activities Implemented in 2nd Quarter 2013:**Progress 2nd Quarter:****Existing Business:**

- Staff continues working with the manufacturing businesses in the south corridor region. The focus of the group at this time is developing a training program that all manufacturing companies call pull candidates from for potential hire and specialized training.
- The Baldrige meeting scheduled for late April was cancelled due to low interest. Staff will work with the Baldrige staff to schedule another meeting in the late fall. Timing may have been the issue.
- Staff continues to lead the Topeka Society of Manufacturing Engineers chapter for 2013. Much work is being done in order to reach a fifty member chapter. Work will continue to providing programs and tours for members to learn more about new industry products and companies processes in the engineering field.
- Staff invited and hosted two companies at the KCADC Momentum conference in April. Mars and Home Depot attended the event in Kansas City where issues relating the transportation network were discussed by industry leaders.

Workforce Development:

- Staff has participated in conference calls in the region regarding making Kansas a WorkReady State. This is a certification that will assist in the recruitment of new business for the state and Topeka/Shawnee County.
- Staff has joined the local SHRM Chapter in order to network with area human resource managers in order to learn more about the issues they are facing in finding a qualified workforce. This will also provide an opportunity to educate the directors

about the WorkKeys/WorkReady Certificate and how it can assist them in finding more qualified employees.

- Work has begun in assembling a manufacturing workforce summit. The goal of the meeting is to determine core knowledge that will be required in order for the potential candidate to be selected to move through additional training programs.

Additional Existing Business and Workforce Development Activities Implemented in 3rd Quarter 2013:

Progress 3rd Quarter

Existing Business

- Staff continues to work toward the full chapter development of the Society of Manufacturing Engineers chapter. The chapter requires 50 members in order to become a full non-forming chapter. Membership growth continues to struggle. The board discusses viability each month, determining if the chapter can or should continue. A decision will be made in December 2013 if the chapter will remain.
- Staff planned/participated in a celebration with Home Depot Rapid Deployment Center employees for their Gold Cup Award for the most productive location in the Home Depot distribution locations. Ice Cream was enjoyed by their employees along with staff thanking them for their work ethic - which makes recruiting businesses to Topeka/Shawnee County an easy story to tell.

Workforce Development

- Presented to the Topeka Public District counselors Workshop, about workforce development, technical careers, and the possible salaries that can be achieved in those fields. There were many questions about how a student could learn more about this kind of training and career path.
- Staff was able to present to the Society of Human Resource Manager's Chapter at a monthly lunch meeting information regarding the WorkREADY! certificates and how it can assist them in selecting a more qualified candidate. Several companies in attendance made contact afterward asking for more information.
- Work is well underway in the development of a Food Manufacturers' training class. Staff, along with Shawnee County food manufacturers, has been working with Wash Tech, Kansas Board of Regents, and the Department of Commerce in the development of curriculum. The goal is to provide the first course/class in early 2014. Once the first course has been developed staff will work with other sectors to develop similar training programs if the need is determined.

Additional Existing Business and Workforce Development Activities Implemented in 4th Quarter 2013:

Progress 4th Quarter

Existing Business

- Staff attended and celebrated the ribbon cutting for HF Rubber Company's new assembly facility. The company has added several new positions and has made a

capital investment of \$2 million in the Topeka location. Other successful company expansions and new job creation in 2013 include: Alorica, Reser's, se2, Advisors Excel, CEC Entertainment and Southwest Publishing.

- Staff met with several leading employers in order to educate them about the new air service that will be available in Topeka/Shawnee County. Several of the employers will share the information with not only their management team but will also send it out to all employees in their organization.

Workforce Development

- The Society of Manufacturing Engineers, Topeka Chapter (TASME) was not successful in reaching the required number of members in order to become a fully recognized chapter. After the board decided to dissolve the chapter, they began working as a group with a focus on building our needed workforce in manufacturing. The focus of this new group will be on educating our emerging workforce (i.e. high schools, middle schools, and late elementary schools) on careers in manufacturing. The group is now recognized as the Workforce Advisory Group. This group consists of the original board of directors (TASME), Superintendent-Brenda Dietrick, and the Workforce Center. In 2014 this group will develop a presentation to area high schools in order to access the classroom to educated students about careers in manufacturing. This work will continue into 2014.
- Staff and partners at Washburn Tech and the Department of Commerce have worked together to develop the first Food Manufacturer's (M-TECH) class and certification. Bimbo Bakeries, Mars, Frito Lay, Del Monte, and Hills have worked closely with staff and educational partners in the development of this 5 week course. An RFP has been released to all Kansas technical schools with the award of the training dollars to be announced early in the first quarter of 2014. The course will be offered February of 2014 and will offer basic instruction of core skills needed in order to work on the manufacturing floor. Students will received first hand instruction from the five participating companies and will also have the opportunity to shadow two participating companies on the manufacturing floor.
- Late in the 4th quarter of 2013 staff invited all leading employers to attend a Soldier for Life meeting. This meeting informed area employers about the benefits of hiring a retiring soldier. Due to icing conditions, only five companies attended the event. Staff will explore holding another event in 2014 for area employers.

Entrepreneurial and Minority Business Development

Team Leader: Glenda Washington

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, 3rd and 4th Quarter (End of Year)

- Seminars/Workshops/Orientations

Event/Topic	Attendance	Overall Evaluation 5 Highest
Breakfast Buzz: Selling without Selling Out	Total Attendance = 53 EMBD Priority Population Participation:= 85% Evaluations Turned In=76%	4.33
Small Business Owner Panel Day on Hill	Location: Jayhawk Tower Total Attendance = 85+	
Small Business Presentation Young Professional's Summit	Location: Ramada Time: 2:00 pm Total Attendance= 37 Evaluations Turned In= 67%	4.54
Small Business Administration Panel- AARP	Location: TSCPL Time: 9:00 am – 12:30 pm Total Attendance=56 Evaluations Turned In=74%	4.7
Poverty Conference Small Business and Microlending Tools	Location: Ramada Time: 2:30 pm Total Attendance= 17 Evaluations Turned In= 82%	4.62
Breakfast Buzz: Evoking Engaged, Enthusiastic Employees	Total Attendance = 53 EMBD Priority Population Participation = 70% Evaluations turned In = 63%	4.40
Breakfast Buzz Communicating Through "Story Design"	Location: Ramada EMBD Priority Population Participation: 76% Evaluations turned in = 66%	4.12
2013 MWBD Conference	In attendance = 61 EMBD Priority Population Participation = 80%	

• (36) Hour Entrepreneurial Courses

	FS Course - Feasibility Plan Course #33	New Venture	Who Owns The Ice House Entrepreneurial Course Class #2	New Growth – Strategic Planning and Business Plan for (3-5 year old) businesses	FSFT Child Care Class #8
Scheduled	January – March	May -July	July – Oct.	July - October	Third/Fourth
Graduation Statistics	<p>Progress</p> <ul style="list-style-type: none"> ✓ 14 enrolled ✓ 9 graduated ✓ 64% graduation rate ✓ 89% from EMBD Priority Populations (67% Woman-Owned, 45% Minority-Owned, 56% LITM). 	<p>Progress</p> <ul style="list-style-type: none"> ✓ 9 Enrolled ✓ 4 completed ✓ 4 working on completion ✓ 88% graduation rate ✓ 66% - EMBD Priority Population ✓ (55% - Woman owned, 33% Minority, 22% LITM) 	<p>In Process</p> <ul style="list-style-type: none"> ✓ 17 Students attending the “Who Owns the Ice House” class 	<p>Postponed</p>	<p>Request For Proposal – Completed and Disseminated Via Public Outlets by 7/19/13</p> <p>Contract awarded to Child Aware in August 2013.</p> <p>Childcare Aware is currently marketing classes.</p>

Goal 4.2 Work to increase the number of loans closed within the TSCFOF's lending portfolio using 2011 as a base year. – Results for the year: 3 loans submitted

Progress 1st Quarter

- 1 loan applications completed (Minority –owned, LITM, and Woman-Owned).
- 1st Quarter Foundation Meeting - TSCFOF Operating Council Review- February 15, 2012.
- A third party 2012 audit was conducted on the TSCFOF.

Progress 2nd Quarter

- Recertification application completed and submitted to US Treasury.
- Client services ongoing.

Progress 3rd Quarter

- One loan application received (Minority-Woman Owned)
- CDFI Confirmation of Recertification still pending.

Progress 4th Quarter

- One loan application received (Minority-Woman Owned)
- Loan application submitted to TSCFOF, reviewed by committee and unanimously rejected

Additional Entrepreneurial & Minority Business Development Activities Implemented in 1st Quarter:

- The Entrepreneurial and Minority Business Development program celebrated an **EMBD graduation** on March 27, 2013; where (31) graduates were given their entrepreneurial course certificate. (18) of the (31) graduates have started or retained their business; creating (34.5) jobs and the remainder are continuing their pursuit of knowledge to build a firm foundation for their business in Shawnee County.
- **Surviving Progress (Business in Road Construction Zones Projects)**
 - Worked with City of Topeka and small businesses located on 21st & Urish.
- **Number of entrepreneurs/small businesses counseled in First Quarter= (47)-(57% EMBD Defined).**
- **Number of entrepreneurs/small businesses materially assisted= 37 or 79 % 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.

- Attended the Kansas Small Business Development Center Awards.

- Washburn Leadership Challenge: Worked within Shawnee County Schools to form teams to participate in 2013 event. (4) teams did enter challenge: Topeka High, Rossville, Washburn Rural and Seaman. Out of (4) teams that did participate (1) came away with an award: Washburn Rural High School (Overall winner). Each team had to be from an underserved or entrepreneurial program within their respected schools.
- Robotics: Ongoing development to include:
 - Pathway development
 - Partners meetings with USD 501 and BNI partners
 - Expansion of the Robotics classroom that will include (2) new retrofitted robots and classroom design to take place in summer 2013. The expansion will add (2) additional robots for advanced manufacturing set up located at HPHS. Monetary allocation for expansion was afforded by USD 501.
- Qtr. 1 Youth Entrepreneurs Board meeting.
- MWBD Council/GO Topeka BOD/Chamber BOD.

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

- **Number of entrepreneurs/small businesses counseled in Second Quarter= (74)-(62% EMBD Defined).** Total to date of entrepreneurs/small businesses counseled = (121)-(60% EMBD Defined).
 - **Number of entrepreneurs/small businesses materially assisted= 33 or 45 % of First Quarter Clients.** Total to date of entrepreneurs/small businesses materially assisted= 58% of 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.

- Robotics: Executed marketing collateral video with partner KTWU.
- Client Testimonial Video: Executed marketing collateral video with partner KTWU.
- Qtr. 2- Youth Entrepreneurs Board meeting.
- MWBD Council/GO Topeka BOD/Chamber BOD.
- Attended and presented GO Topeka MWBD Council scholarship at Mana de Topeka's annual banquet.
- Judge for Youth Entrepreneurs written business plans.
- Entrepreneurial spotlights conducted and impact data created for EMBD's website.

Additional Entrepreneurial & Minority Business Development Activities Implemented in 3rd Quarter:

During the 3rd Quarter the EMBD Staff & the MWBD Council planned two major events, identified as *Signature Initiatives*, to be held in November. These events are being promoted using radio, direct mail, the Chamber newsletter and in local community ads. The Signature Initiatives include:

- The **Fourth Annual MWBD Small Business Conference** will be held on November 19, 8:30 a.m. – 1:30 p.m. This event will include workshop sessions discussing the Affordable Healthcare Act

and Marketing Your Small Business. The luncheon speaker, James "Bird" Guess, will share insightful ideas on the four key qualities of today's successful entrepreneurs, how to remain competitive in your market and grow your small business.

- The **Quarterly Breakfast Buzz** is scheduled for November 20. The featured seminar presenter will be Geoff Holton. Mr. Holton will share the importance of Communicating through "Story Design."
- Seventeen individuals registered for the "*Who Owns the Ice House*" seminar.

During 4th Quarter, the EMBD Staff successfully hosted the Breakfast Buzz event and the Fourth Annual MWBD Small Business Conference. For the 4th Quarter there were 103 participants in the EMBD programs bringing the total to 404 participants for the year.

- The staff also scheduled outreach meetings with local community leaders to discuss strategies for 2014 and sought recommendations for a more collaborative and inclusive EMBD Council.
- Staff attended Kauffman Institute Training and became a certified trainer for the New Venture classes that will be delivered this spring.
- Staff led visits to Iowa, Kansas and MO markets to tour successful Maker and Co-Work Spaces. Viewing these successful projects allowed first hand exposure to our team and set the stage for the Topeka project.
- Go Topeka staff met with the staff at the Public Library to discuss working together in 2014. This partnership will continue to result in Go Topeka providing greater access to programs and activities for entrepreneurs.
- In an effort to address unemployment in the community, the staff has had conversations regarding more training in the targeted communities. The relationship with Highland Park High provides an opportunity for discussion of next steps for the current Robotics Program. We have held meetings with leadership at Highland Park High to discuss expanding the Robotics Program.
- Go Topeka Staff continues to identify opportunity for growth of the entrepreneurs in Topeka. As a result, staff met with individuals from the Department of Commerce, Kansas Department of Transportation, City of Topeka Purchasing Department, NAACP, PTAC (by phone), SBA (by phone), IBSA, Inc., and MANA De Topeka. These organizations will be instrumental in the delivery of several programs in 2014, including a Meet the Buyers program. The Meet the Buyers Program will include workshops on Doing Business with the Government, Understanding An RFP and Strategies on Successfully Bidding on Projects, Products or Services.