



Economic Development

3rd Quarter 2014

Report to JEDO





GO Topeka
ECONOMIC PARTNERSHIP
3rd Quarter- 2014

GO Topeka staff worked in the third quarter of 2014 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 third quarter met with 67 site location consultants and corporate real estate professionals in face to face meetings. Additionally, staff hosted five in-community site visits. During the third quarter, staff worked with 5 new prospects resulting in two formal proposals. The current portfolio of New Business Attraction projects, at the end of the third quarter includes 44 projects, capturing potential for 6,865 new direct jobs and \$347,900,070 in new capital investment. Leads and prospects are being developed on an ongoing daily basis.

The Existing Business and Retention program made 29 company visits during the 3rd Quarter of 2014, and is currently working on 13 active projects, which based on data received to date, represents \$105,900,000 in new capital investment, and 901 direct new and retained jobs. Work continues toward meeting with, and educating local businesses of resources available within the community.

Workforce Development initiatives continued with both the M-TECH/Workforce AID and Manufacturers in the Classroom programs progressing. As of the 3rd quarter 35 students that have graduated from the M-TECH/Workforce AID program have been hired by area employers.

Other efforts in the workforce development area included initial discussions regarding a program that would assist Veterans and continued discussions regarding a program involving the reintegration of previously incarcerated individuals. In addition, preparation continued for this year's WorkREADY! certificate testing and the Athene job fair occurred with 15 companies participating.

The Entrepreneurial and Minority Business Development Department continues to provide support for small businesses in Shawnee County. Several activities served as a spring board to growth for a number of small businesses this quarter. The EMBD hosted the 5th Annual Small Business Conference, the Women's Recognition Reception, the New Venture Series, the Child Care Business Builder Class and the Breakfast Buzz. These activities served as venues for networking, education and outreach for the small businesses owners. The entrepreneurs were exposed to talent and expertise to help guide them through the business maze. Local bankers and business professionals collaborated with the Vice President of EMBD make these events a positive experience for those in attendance. More than 400 individuals participated in these events.

The following report gives much more detail as to all of the accomplishments and results of GO Topeka staff for the third quarter 2014.

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 55 new prospects (viable project generation, sites/buildings proposal submitted)

Progress 1st Quarter

- 4 new prospects

Progress 2nd Quarter

- 17 new prospects

Progress 3rd Quarter

- 5 new prospects

Goal 1.2: 12 new qualified projects (formal incentive proposals submitted to company)

Progress 1st Quarter

- No formal incentive proposals

Progress 2nd Quarter

- 2 formal incentive proposals

Progress 3rd Quarter

- 2 formal incentive proposals

Goal 1.3: 235 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 14 site location consultants and national corporate realtors at Industry Week Roundtable, KC SmartPort and one-on-one meetings.

Progress 2nd Quarter

- Face to face meetings with 128 site location consultants and national corporate realtors at Industrial Asset Management Council, KC SmartPort, Expansion Management Roundtables and one-on-one meetings.

Progress 3rd Quarter

- Face to face meetings with 67 site location consultants and national corporate realtors at Industrial Asset Management Council, Logistics Development Forum and one-on-one 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, 2014 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
29 Projects
\$270,900,000 Potential capital investment
- As of March 31, 2014 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
14 Projects
\$85,010,000 Potential capital investment

Progress 2nd Quarter

- As of June 30, 2014 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
43 Projects
\$418,160,000 Potential capital investment
- As of June 30, 2014 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
15 Projects
\$82,210,000 Potential capital investment

Progress 3rd Quarter

- As of September 30, 2014 Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
44 Projects
\$347,900,070 Potential capital investment
- As of September 30, 2014 Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
13 Projects
\$105,900,000 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:
4,502 potential direct jobs

- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
241 potential direct jobs

Progress 2nd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
7,177 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
126 potential direct jobs

Progress 3rd Quarter

- Current GO Topeka Portfolio of New Business Attraction Prospects/Projects includes:
6,865 potential direct jobs
- Current GO Topeka Portfolio of Existing Business Expansion Prospects/Projects Includes:
192 potential direct jobs

Goal 2.3: Increase the per capita income in Shawnee County over time by adding new jobs to the community that pay at least the Shawnee County average or their specific industry average wage.

Current average: \$41,912 (2013 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 \$41,772 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 \$42,088 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 \$43,848 based on data received from Prospects/Projects to date

Additional Attraction Actions Implemented in 1st Quarter 2014

- All marketing materials updated for 2014
- All ads placed in national publications and online sources for direct contact with target markets for 2014
- Sales and marketing plan calendar for 2014 developed
- Hosted three in-community site visits
- 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 Industry Week Roundtable in the Rockies and met with eight site consultants in on-on-one meetings
- Attended KC SmartPort board meeting

Additional Attraction Actions Implemented in 2nd Quarter 2014

- Began to build framework for website redesign
- Created RFP for new marketing materials
- Hosted one in-community site visit
- Attended Roundtable in the South and met with eight site consultants in one-one-one meetings
- Attended KC SmartPort board meeting
- Attended Industrial Asset Management Council conference
- Hosted meeting with Team Kansas for 19 consultants in the New York & New Jersey area
- Attended Business Facilities LiveXchange
- Attended Southern Economic Development Council conference

Additional Attraction Actions Implemented in 3rd Quarter 2014

- Completed RFP for Website redesign
- Launched Target Industry Study Update
- Hosted 5 in community visits
- Attended Industrial Asset Management Council conference
- Hosted meeting with Team Kansas for 12 consultants in the Chicago area
- Attended Southern Economic Development Council conference
- Attended World Trade 100 Logistics Development Conference
- Attended Select USA/Economic Development Research Partners Conference in DC
- Participated in the Topeka Chamber InterCity Benchmarking Exchange
- Exhibited at the Society of Industrial and Office Realtors Kansas City Chapter Development Day

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

- 57 business visits were conducted in the first quarter of 2014. Of those visits, 28 consisted of major employers.

Progress 2nd Quarter

- 38 businesses visits were conducted in the second quarter of 2014. Of those visits, 24 were major employers.

Progress 3rd Quarter

- 29 business visits were conducted in the third quarter of 2014. Of those visits, 17 were major employers.

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

Progress 1st Quarter

- Staff is currently working to assist 14 companies of which 5 were opened in the first quarter of 2014.

Progress 2nd Quarter

- Staff is currently working to assist 15 companies of which 3 new projects were opened in the second quarter of 2014

Progress 3rd Quarter

- Staff is currently working to assist 13 companies of which 4 new projects were opened in the third quarter of 2014

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 2013-2014 school year. 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

- Staff continues to market the WorkREADY! certificate to hiring managers. This certificate shows the level of skill a potential candidate possesses, therefore allowing the hiring manager to hire a better match for the position.
- During the HR Director's meeting several of Shawnee County's major employers reported they could not ask for the WorkREADY! certificate due to current contracts with the government. However, they all agreed that the certificate would be helpful in selecting a more qualified candidate/employee.

Progress 3rd Quarter

- Staff continued to work with the State and districts to prepare for the WorkREADY! certificate testing which is primarily done in the 4th quarter of the year. Issues regarding student privacy rules are being addressed to insure all laws and regulations are followed.

Additional Existing Business and Workforce Development Activities Implemented in 1st Quarter 2014:

Progress 1st Quarter:

Existing Business:

- Staff continues meeting with Athene in order to facilitate both the Rapid Response Team meetings, as well as connect existing businesses to the planned job fair in order to hire exiting employees. The company is still determining its exit strategy for the Topeka site.
- The KEDA Legislative Day was held in Topeka during the first quarter. Staff was able to hear possible changes to the incentive programs offered by the State.

Workforce Development:

- Staff attended a two day Workforce Summit in January. This workshop is focused on workforce issues in Kansas/nation. During the summit staff is able to network with other communities providing assistance in workforce development.
- The Society of Manufacturing Engineers chapter was closed in January. The group was not able to build membership to the levels needed in order to support the manufacturing community. The existing board will continue to meet and determine if they can develop an educational program in the classroom to educated students about careers in manufacturing.
- The food manufacturers group worked hard in the first quarter to finalize the components of the training course. The RFP was released with Washburn Tech winning the contract. The course allows students the opportunity to hear from the companies in the class, and then allows the student to shadow in the company before interviewing for open positions.

- Staff continues to attend monthly Society of Human Resource Managers (SHRM) meetings. During these meetings staff is able to learn more about issues HR Directors face when hiring new employees. This group also allows staff to educate individuals about possible programs/resources to assist them in their hiring efforts.

- Washburn Tech and GO Topeka began discussions regarding a scholarship fund for students interested in pursuing high demand career training. Work will continue in the second quarter to finalize details of the scholarship.

Additional Existing Business and Workforce Development Activities Implemented in 2nd Quarter 2014:

Progress 2nd Quarter:

Existing Business:

- After notification of the extension of the main water line in Central Crossing Commerce Park, staff scheduled meetings with all businesses in the park in order to notify them of the work. Staff also worked toward gaining approvals from Home Depot in order to provide easements, and stage equipment and supplies on their site.

- During visits regarding the water line extension, staff also alerted each business of the upcoming bridge closure on 49th Street.

- Staff visited Reser's Fine Foods corporate headquarters in Beaverton, Oregon. We were able to learn how the community can best support the company as it continues to grow in the region.

- Bimbo Bakeries plant manager recently accepted a new position in Kansas City. Staff has met with the new plant manager, Dennis Sample. Work will continue toward supporting the company with their operations.

Workforce Development:

- Staff held the 2014 HR Directors meeting in the second quarter with ten companies attending. Topic covered included: WorkREADY! certificate, BEST Training (soft skills), transportation needs for employees, and hiring workers with disabilities/Veterans.

- M-TECH program has expanded to include general manufacturing (M-TECH #2). Washburn Tech was able to win the AID Grant from the Department of Commerce and currently has 31 students enrolled in the course. This new course will support all manufacturing in the Topeka/Shawnee County region.

- M-TECH program for food manufacturing companies continues to graduate students from its program. As of June, the program has graduated 26 students with 19 students being placed into jobs.

- Marketing the M-TECH program has begun with targeted groups. Staff presented both programs to the EMBD Council in the second quarter. Brochures were distributed to its members as staff was able to answer questions about the class.

- Staff and participating manufacturers have been working on a presentation for Junior and Senior high school students to learn more about manufacturing as a career option. Test presentations were made to 4 junior/senior classes at Auburn Washburn High School. During the presentations staff was able to ask for feedback on the slides presented in order to provide better engagement with future students. Work will begin in revising the slides in order to start presentations in all area high schools in 2014-2015 school years.

Additional Existing Business and Workforce Development Activities Implemented in 3rd Quarter 2014:

Progress 3rd Quarter:

Existing Business:

- Attended the Kansas Edge – Reshoring Manufacturing conference to get better ideas of how our existing companies may be impacted by change as well ideas for the recruitment of new firms.
- Retail area analysis was provided for the downtown area as well as requested sites within the market.

Workforce Development:

- Met with State and local individuals looking into potential opportunities to assist with workforce reintegration of previously incarcerated personnel. IBSA, Inc. has taken the lead in this effort and we will continue to work with them to see how can assist in this effort.
- Began more in-depth discussions with individuals and groups regarding potential workforce training opportunities for Veterans.
- Assisted the State and Athene with their job fair to connect job seekers to employers. Fifteen (15) companies participated.
- People getting jobs after having graduated the M-TECH/Workforce AID program rose to 35, with one new class recently completed.
- Work continued on the Manufacturers in the Classroom program with the hope of holding new presentations beginning early in 2015.

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 Increase training/educational/entrepreneurial opportunities annually for minority, women-owned businesses, entrepreneurs and small businesses.

Progress 1st Quarter

Attendees received direct advice from two Tax Professionals at the **Small Business Tax Facts Workshop: What Small Business Owners Should Know When Filing 2013 Small Business Income Taxes**. This workshop provided insight to business owners on the new tax laws and offered an opportunity for questions and answers.

The Quarterly Breakfast Buzz introduced growth strategies for new and existing businesses owners.

Who Owns the Ice House empowers the individual participant to embrace the entrepreneurial experiences of others and begin the emersion process of developing the necessary skills to grow his/her business. This class will graduate eight participants in April 2014.

The **Childcare Business Builder Series** kicked off in February. This course provides the business foundation classes for owners or potential owners of the Childcare Facilities. The classes conducted, by Childcare Aware, covers Record Keeping, Money Management, Marketing Contracts and Policies and Legal Issues and Insurance. There are 10 individuals graduating in this class during the Second Quarter.

We are working to create a stronger entrepreneurial eco system. Collaboration with our partners has allowed us to aggressively plan outreach some excellent outreach programs for Second Quarter events. **These programs include –**

- 2014 Small Business Awards Recognition
- Women’s Initiative – Women Making A Difference
- Leadership/Lunch and Learn – Three Part Leadership Series
- Small Business Legal Clinic with Washburn, Washburn SBDC and the EMBD
- Expanding the Robotics Program for adult training opportunities

Progress 2nd Quarter

- In April, entrepreneurs attended a workshop entitled “**Doing Business with the Government**”, co hosted by GO Topeka and the Small Business Development Center. This workshop provided instruction and direction for those seeking to expand their business base and to become a certified government contractor.
- The April series continued with a mini business **Leadership Series**. The series was primarily held for entrepreneurs, beginning and mid-level managers. The three part series offered attendees an opportunity to access and improve their leadership skills. A few of the topics covered included: **Reframing Leadership; Pursuing Priorities and Managing Explosive Growth and Momentum**.
- Also in April, **A Small Business Legal Clinic** presented in conjunction with Washburn, Washburn SBDC and the EMBD covered learning the basic legal steps of setting up your small business and the common legal pitfalls to avoid.
- To better gauge the temperature of our small business community, in May an **electronic survey** was conducted by GO Topeka’s Entrepreneurial and Small Business Development Department. The survey gathered data that would further enhance the offerings to Shawnee County’s small business owners.
- In May we celebrated **2014 Small Business Week by hosting our 2014 Small Business Awards Recognition**. More than 300 attendees were in attendance.
- We continued building a strong network for small business by introducing the **Women’s Initiative**. The open forum offers women of all stature an opportunity to network and offer mentorship to each other.

Progress 3rd Quarter

- Third quarter programming was extremely productive. The **Annual Small Business Conference**, hosted by the **EMBD Council**, yielded great results. The conference featured seminars that provided guidance and direction to the attendees covering topics such as Shoestring Marketing, Leading Coalitions for Support of Small Businesses, Turning Your Dream Into Your Business and Diversity and Inclusion. The attendees were also introduced six bankers at the Bankers Roundtable. Bankers had the opportunity to speak one on one with business owners about future expansions, start up financing and small business loans. The event culminated with a keynote address from Michele Markey, VP of Kauffman Fast Trac.
- The third quarter also kicked off the **New Venture** business start up class with 16 participants. The 10 week class covers everything from identifying your marketing to financial analysis. Each week guest speakers consists of local business owners and professionals, followed by a lecture covering various

components of a business plan. The local speakers bring a realist prospective to what it takes to own and operate a small business.

- The **Women’s Initiative Committee** hosted the Inaugural Women’s Recognition Reception. The committee recognized six Shawnee County women in the areas of Education, Community Service, Mentorship, Outstanding Entrepreneurship, Woman of Achievement and Rising Star.
- The **Childcare Business Builder Series** registered eight participants for the fall workshop series. The eight week class is conducted by Childcare Aware and provides training and certification for individuals wishing to start a childcare business.
- Finally, as a result of the activity generated in the EMBD Department, we have hosted or co-hosted 18 events, served or reached 2183 individuals (year to date) through programs, events, activities; assisted with four new business starts/growths; created 8.5 small business jobs; and promoted the EMBD Department through various marketing and outreach efforts by partnering with 22 local organizations.

Training and education is critical to the development of today’s entrepreneurs

Goal 4.2 Increase the number of applications received by TSCFOF during FY-2014 year.

Progress 1st Quarter

The TSCFOF met in February. At this meeting the committee revisited the current loan structure and identified strategies to incorporate an enhanced outreach plan. As a result of this meeting the loan committee agreed, that in order to be a competitive lender and provide the necessary support to the targeted population, they would eliminate the current loan cap of \$10,000. All future requests will be reviewed and the loan amount would be approved (up to \$100,000) based on credit and other lending criteria being met. The line of credit has also been increased to a \$15,000 limit. This approach will make the Loan Fund more attractive to Shawnee County Entrepreneurs. There have been several loan inquiries; however, only five individuals have been given applications.

Progress 2nd Quarter

As the economy realigns, more individuals are looking for ways to expand their business or to start a new business. Hence, we have seen an increase in the loan inquires and applications. Currently there are approximately nine business in the pipeline (either strong inquires or applications pending). In the Fall, ads will appear in TK Magazine and 785 Magazine. We are speaking with other media outlets to enhance our campaign.

Progress 3rd Quarter

As a result of increasing the loan limit in the First Quarter of 2014, the TSCFOF was able to issue its first \$50,000 loan. This loan will be used to purchase equipment that will speed up production and increase business growth and opportunities. The company plans to increase its current employee base by three over the next three years. The TSCFOF has been marketed at major events and publications. We will continue to enhance the marketing and work on ways to make it easier for business owners to get access to capital for growth, expansion, equipment purchases and working capital.

Goal 4.3 Collaborate with local and state agencies and corporations to host a Purchasing and Procurement Conference.

Progress 1st Quarter

Co hosted at Procurement Workshop with Washburn Small Business Development Center entitled Procurement Basics. The workshop was presented by Jason Porch, Director, the Procurement and Technical Assistance Center. We are currently working with the Department of Commerce to coordinate a larger procurement event that offers more insight and education on doing business with the government.

Progress 2nd Quarter

The 2014 Business Opportunity Fair has been scheduled November 6. This full day event, Co-hosted by KDOC and EMBD, is being promoted throughout the State of Kansas.

Progress 3rd Quarter

The following **Exhibitors** will be present at the 2014 Business Opportunity Fair. The goal is to aid in generating business opportunities for the businesses of Shawnee County.

Business Exhibitors:

Apprentice and Journeyman Training Fund Sheet Metal Local #2
City of Topeka
City of Wichita, Airport
City of Wichita, Purchasing Division
Edward Jones
Federal Home Loan Bank of Topeka
General Services Administration
GO Topeka/Entrepreneurial and Minority Business Development
H & R Block of Topeka & Silver Lake
Kansas Department of Commerce
Kansas PTAC
Kansas Small Business Development Center
Metropolitan Community College
Mountain Plains Minority Supplier Development Council

NetWork Kansas
Tallgrass Occupational Health Services
Textron Aviation
Topeka Public Schools
U.S. Army Corps of Engineers
U.S. DOT, Small Business Transportation Resource Center
U.S. Environmental Protection Agency
U.S. Small Business Administration
Unified Government of Wyandotte County
University of Kansas-KU Procurement Services
Veterans Administration Network Contracting Office