



JEDO Board Meeting
September 13, 2017
6:00 P.M.

City Council Chambers
214 SE 8th Street, 2nd Floor
Topeka, Kansas

JEDO Board Members

Shawnee County Commissioners

Shelly Buhler District No. 1
Kevin Cook District No. 2
Bob Archer District No. 3

City of Topeka Governing Body

Larry Wolgast Mayor
Karen Hiller District No. 1
Sandra Clear District No. 2
Sylvia Ortiz District No. 3
Tony Emerson District No. 4
Michelle De La Isla District No. 5
Brendan Jensen District No. 6
Elaine Schwartz District No. 7
Jeff Coen District No. 8
Richard Harmon District No. 9

JEDO Board Voting Members

Shawnee County Commissioners

Commissioner Shelly Buhler
Commissioner Kevin Cook
Commissioner Bob Archer

City of Topeka Governing Body

Mayor Larry Wolgast, Chair
Deputy Mayor Jeff Coen
Councilmember Tony Emerson
Councilmember Michelle De La Isla

Public Comment. Comment from members of the public shall be entertained on each actionable agenda item and at the end of each meeting. Comment shall be limited to topics directly relevant to JEDO business. Members of the public wishing to speak must notify the City Clerk before 5 p.m. on the date of the meeting at cclerk@topeka.org or 785-368-3940. This requirement shall not apply to items added during the meeting.

Members of the public shall be limited to four minutes unless the Board, by majority vote, extends the limitation. Debate, question/answer dialogue or discussion with Board members will not count towards the four minute time limitation. To make arrangements for special accommodations, please call 785-368-3940. A 48-hour advance notice is preferred.



JEDO Board of Directors Agenda
Wednesday, September 13, 2017 - 6:00 p.m.

City Council Chambers
214 SE 8th Street, 2nd Floor, Topeka, Kansas

- 1. CALL TO ORDER:**
- 2. ROLL CALL:**
- 3. PRESENTATIONS:**
 - a. New Business Attraction
 - b. Business Retention & Expansion Activity
 - c. Entrepreneurial & Minority Business Development
 - d. Workforce & Education
 - e. 712 Innovations
 - f. BAAFTech Taskforce (Bioscience/Ag/Animal/Financial Tech)
 - g. Momentum 2022
 - h. JEDO Finance Committee 2nd Quarter Financial Report
- 4. ACTION ITEM: APPROVAL of July 26, 2017, JEDO Board meeting minutes.**
- 5. ACTION ITEM: East Topeka Learning Center (ETLC) Market Study**
 - a. REQUEST for use of Carryover Entrepreneurial & Minority Business Development (EMBD) Funds to pay for a portion of the market study.
 - b. APPROVAL of Selection Committee's recommendation for engagement of a contractor for the market study.
- 6. ACTION ITEM: APPROVAL of funding in the amount of \$225,000 for Project Leaf**
- 7. DISCUSSION: 2018 GO Topeka Draft Budget** (*Staff will present a draft of the 2018 budget.*)
- 8. PUBLIC COMMENT:**
- 9. ADJOURNMENT:**

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Agenda: Agendas are furnished at least five (5) business days prior to each meeting and posted on the City of Topeka web page at www.topeka.org/JEDO and the Shawnee County web page at www.snco.us/jedo. All attachments will be included with the final agenda. To make arrangements for special accommodations please call 785-368-3940 or 785-368-3941. A 48-hour advance notice is preferred.



Agenda Item No. 3

**JEDO Board Meeting
September 13, 2017 - 6:00 P.M.**

**PRESENTATIONS: - GO Topeka 2nd Quarter Report
(Items A-F)**

- a. New Business Attraction**
- b. Business Retention & Expansion Activity**
- c. Entrepreneurial & Minority Business Development**
- d. Workforce & Education**
- e. 712 Innovations**
- f. BAAFTech Taskforce (Bioscience/Ag/Animal/Financial Tech)**
- g. Momentum 2022 (No Attachments)**
- h. JEDO Finance Committee 2nd Quarter Financial Report**

Presentations
Items A.- G.

GO TOPEKA QUARTERLY REPORT

PREPARED FOR JEDO

Summary of economic development strides within
Topeka & Shawnee County.

2017 - 2ND QUARTER

GO
Topeka

2017 - 2ND QUARTER



GO Topeka celebrated its inaugural Annual Meeting during Economic Development Week in May. Present were investors, elected officials, media and staff. Above, Dan Foltz, Barbara Stapleton, Keith Warta and Jackie Steele posed during the festivities.

PROJECT ANNOUNCEMENT

PROJECT MORRIS – MANUFACTURING COMPANY RELOCATING TO TOPEKA



52 current jobs;
45 new jobs



\$2M
Total capital investment



Existing Building Acquisition

PROJECT PIPELINE



34 PROJECTS
12 EXISTING
22 NEW



224

Average number of jobs
per project



\$42,200

Average wage per
project

BUSINESS DEV. & ATTRACTION



4

New
projects



47

Consultant
interactions



2

Formal proposals
submitted

BUS. RETENTION & EXPANSION (BRE)



NEW PROJECTS
Project Leaf (Professional Services)
Project Arrow (Distribution)
Project Madison (Manufacturing)



\$214M

Total capital investment
for all BRE projects



889

Potential Jobs



27

On-site
business visits



54

Business
interactions
YTD

SMALL BUSINESS INCENTIVES

CATEGORIES OF BUSINESSES RECEIVING INCENTIVES



RETAIL



MANUFACTURING



SERVICE



RESTAURANT



22
34 YTD
Incentives issued



19
22 YTD
Businesses Receiving
Incentives
(Some received more
than one incentive)



\$64,598
\$114,822.96 YTD
Total incentives issued



29
Full Time Jobs
65 YTD
Full time jobs
retained or
created



46
Part Time Jobs
61 YTD
Part time jobs
retained or
created

Year-to-date and 2nd Quarter numbers are accurate, first quarter numbers included April.

MID AMERICA ANGELS – TOPEKA



GROWING
STEADILY



23 ANGEL
INVESTORS



BUSINESSES HAVE
PITCHED THEIR
IDEAS (YTD)



4M+
FOR MARKETING,
SALES, ETC.

PTAC



CLIENTS



79
Contracts
\$4.5 M
awarded to the
region

WORKFORCE & EDUCATION

TOPEKA STATS

UNEMPLOYMENT RATE – 4.0% (JUNE 2017)

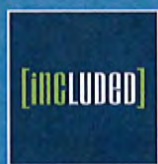
AVERAGE WAGE – \$43,888 (4TH QUARTER, 2016)

MEDIAN HOUSEHOLD INCOME - \$50,378 (2015 ACS, US CENSUS)

FOCUS AREAS



**CRADLE
THROUGH
CAREER**



**DIVERSITY &
INCLUSION**



**EAST TOPEKA
LEARNING
CENTER**



**FUTURE
TALENT
PIPELINE**



**WORK READY
COMMUNITY**

TOP POSITIONS UNFILLED



CDL



**FINANCE &
ACCOUNTING**



**INDUSTRIAL
MAINTENANCE**



**INFORMATION
TECHNOLOGY**



TEACHERS



WAREHOUSE

712 INNOVATIONS



**AVERAGING 125
MEMBERS PER
MONTH**



**NURTURING 31 SMALL
BUSINESSES WHO ARE
CURRENTLY EXPERIENCING
POSITIVE GROWTH**



**1 MILLION CUPS
HAS HOSTED 17
PRESENTERS WITH OVER
250 IMPRESSIONS (YTD)**

GO TOPEKA BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

WENDY WELLS
Board Chair

Market President
U.S. Bank

KEITH WARTA
Board Chair - Elect

CEO
Bartlett & West

SCOTT GALES
Treasurer

Architect, Principal
Architect One, PA

RANDY PETERSON
Secretary

President & CEO
Stormont Vail Health

SCOTT GRIFFITH
Past Chair

Community Bank President
INTRUST Bank

KURT KUTA
Non-Officer

President & CEO
CoreFirst Bank & Trust

ALONZO HARRISON
Non-Officer

Owner
HDB Construction

MATT PIVARNIK
President and CEO

GO Topeka

BOARD MEMBERS

DAN BEAL

President
McElroy's, Inc.

BETH ANNE BRANDEN

President
BA Designs, LLC.

ANDY CORBIN

President & CEO
Blue Cross and Blue Shield of
Kansas

NATHAN MORRIS

Owner
Meridian Roofing

JIM PARRISH

President & CEO
Parrish Hotel Corporation

MARK RUELLE

President & CEO
Westar Energy

MICK URBAN

Government Affairs
Kansas Gas Service

DOUG WOLFF

President
Security Benefit Life

DON BEATTY

Worldwide Director, Finance
Hill's Pet Nutrition Inc

LINDA BRIDEN

CEO
Sunflower Association of
Realtors

JERRY NEY

President & CEO
Aldersgate Village

DAVID SETCHEL

President
St. Francis Health

SHANE SOMMERS

General Manager
Briggs Auto

BRIAN THREADGOLD

Business Manager Financial
Services
IBEW Local No 226

PAT TOLIN

Project Manager
McPherson Contractors, Inc

MADAN RATTAN

Managing Partner
Topeka Investment Group

MATT STRATHMAN

President
Strathman Sales Co., Inc

LIANA ONNEN

Chairperson
Prairie Band Potawatomi
Nation

MARSHA POPE

President
Topeka Community Foundation

ANDREA ENGSTROM

President
ActionCOACH

GLENDA DUBOISE

Regional Community
Organizer
Communities Creating
Opportunity

MEGAN JONES

President
Jones Advisory Group

ZACH AHRENS

President/Publisher
Topeka Capital-Journal

ALLEN MOORE

Director of Engineering
Frito-Lay, Inc.

DAN FOLTZ

President
KBS Constructors, Inc.

DIRECTORS BY VIRTUE OF OFFICE HELD

MAYOR LARRY WOLGAST

Mayor
City of Topeka

TONY EMERSON

City Councilman
City of Topeka

KEVIN COOK

County Commissioner
Shawnee County

DR. JERRY FARLEY

President
Washburn University

BRETT OETTING

President & CEO
Visit Topeka, Inc.

ERIC JOHNSON

President
MTAA

DOUG GERBER

Interim City Manager
City of Topeka

VINCE FRYE

President & CEO
Downtown Topeka, Inc.

**JANET STANEK, CHAMBER
CHAIR**

Stormont Vail Health

GO TOPEKA STAFF



Matt Pivarnik
President and CEO



Molly Howey
Vice President of
Business Development &
Attraction



**Barbara
Stapleton**
Vice President of
Workforce & Education



Jackie Steele
Vice President of
Business Retention &
Expansion



**Glenda
Washington**
Vice President
Entrepreneurial and
Minority Business
Development



**Mary Anne
Anderson**
Assistant Manager
Entrepreneurial and
Minority Business
Development



Matt Lara
Communications
Specialist



Mary Hill
Executive Assistant

GO TOPEKA MISSION

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.



120 SE 6th Ave #110
Topeka, KS 66603

Presentation - Item H.

**Joint Economic Development Organization
Cash Statement
As of June 30, 2017**

Receipts:

Sales Tax - City of Topeka	\$ 5,293,853.13
Sales Tax - Shawnee County	3,894,282.81
Interest Income	8,807.59
Total Receipts	9,196,943.53

Disbursements:

City of Topeka (Phase II)	\$ 1,281,118.52
Shawnee County (Phase II)	1,387,878.39
Total Disbursements	2,668,996.91

GO Topeka	2,499,999.96
Audit Fee	4,775.00
Bank Charges	153.25
Total Disbursements	5,173,925.12

Net Receipts (Disbursements)	4,023,018.41
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Bank Balance - January 1, 2017	15,973,336.87
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Bank Balance - June 30, 2017	\$ 19,996,355.28
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Note: This is a cash basis report

Prepared by Nickie Lee

**GROWTH ORGANIZATION OF TOPEKA /
SHAWNEE COUNTY, INC. - PUBLIC**

**Financial Statements & Accountant's
Compilation Report**

April 30, 2017

Accountant's Compilation Report



MIZE HOUSER
COMPANY P.A.

Growth Organization of Topeka / Shawnee County, Inc.
120 S.E. 6th Ave., Suite 110
Topeka, Kansas 66603

Management is responsible for the accompanying financial statements of Growth Organization of Topeka / Shawnee County, Inc.—Public (a division of Growth Organization of Topeka/Shawnee County, Inc., consisting primarily of activities related to the City of Topeka and Shawnee County Joint Economic Development Organization grant), (Go Topeka), which comprise the statements of assets, liabilities and change in funds-modified cash basis as of April 30, 2017, and the related statement of income and expense-modified cash basis for the one month and four month periods then ended, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements prepared on the modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's assets, liabilities, equity, revenues, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

The accompanying supplementary information listed below is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary information was not subject to our compilation engagement. We do not express an opinion, a conclusion, nor provide any form of assurance on such information.

Supplemental information (presented only for supplementary analysis purposes):

Schedule of committed/pending incentive offers and site expenditures as of April 30, 2017.

We are not independent with respect to Growth Organization of Topeka / Shawnee County, Inc.—Public.

Mize Houser & Company P.A.

Mize Houser & Company P.A.
Certified Public Accountants

August 10, 2017
Topeka, Kansas

BNO:rb:sc
Enclosures

www.mizehouser.com ■ mhco@mizehouser.com

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534 S Kansas Ave, Suite 400 ■ Topeka, KS 66603-3454 ■ 785.234.5573 p ■ 785.234.1037 f
7101 College Blvd, Suite 900 ■ Overland Park, KS 66210-1984 ■ 913.451.1882 p ■ 913.451.2211 f
211 E Eighth St, Suite A ■ Lawrence, KS 66044-2771 ■ 785.842.8844 p ■ 785.842.9049 f

Go Topeka, Inc.
Statement of Assets, Liabilities, &
Change In Funds-Public - Modified Cash Basis
April 30, 2017

Assets

Current Assets		
Cash-Sales Tax (A)		9,311,292
Investments-Sales Tax (A)		<u>5,894,125</u>
Total Current Assets		15,205,417
Other Assets		
Land Held for Development	<u>7,473,383</u>	
Total Other Assets		<u>7,473,383</u>
Total Assets		<u><u>22,678,800</u></u>

Liabilities and Fund Balance

Current Liabilities		
EMBD Carryover	908,125	
Due to/(from) Chamber	1,139	
KF Park & Fire House Fund	203,159	
Other Payables	<u>783</u>	
Total Current Liabilities		1,113,206
Fund Balances		
Opening Fund Balance	20,901,272	
Excess-Current Year	<u>664,322</u>	
Total Liabilities and Fund Balance		<u><u>22,678,800</u></u>

(A) - Subject to commitments. See supplemental schedule.

See Accountant's Compilation Report

Go Topeka, Inc.
Statement of Income and Expense - Public
Modified Cash Basis
April 30, 2017

	Current Period			Year to Date		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenue						
Sales Tax	416,667	416,666	1	1,666,667	1,666,664	3
Net Investment Income (Fees)	2,802	1,050	1,752	7,886	4,200	3,686
Other Program Revenue	8,380	1,000	7,380	34,196	2,400	31,796
Total Revenues	427,848	418,716	9,132	1,708,748	1,673,264	35,484
Expenses						
Program Expenses						
Business Retention	10,883	16,176	5,293	45,782	62,154	16,372
New Business Attraction	16,529	35,821	19,292	126,257	242,185	115,928
Workforce Development	12,276	16,017	3,742	49,357	123,268	73,911
Government Relations Consultant	1,500	1,625	125	8,000	6,250	(1,750)
Research & Governmt'l Relations	8,858	11,246	2,388	59,145	84,634	25,490
Entrepreneurial & Minority Bus Dev	46,341	42,476	(3,865)	181,356	219,654	38,299
Small Business Innovation Center	810	900	90	3,195	28,600	25,405
Site/Prospect Support	447	28,900	28,453	1,597	65,500	63,903
Incentives & Site Expend - Direct	122,928	122,928	0	119,540	122,928	3,388
Total Program Expenses	220,572	276,090	55,518	594,229	955,175	360,946
General & Administrative Expenses	7,012	7,825	813	30,237	31,300	1,063
Total Operating Expenses	227,583	283,915	56,331	624,466	986,475	362,009
Transfer to Visioning	0	0	0	75,000	75,000	0
Small Business Incentive Program	51,336	51,350	14	69,485	69,850	365
E Topeka Learning Ctr	14,900	14,900	0	275,475	275,900	425
Revenues over (under) Expenses	134,029	68,551	65,478	664,322	266,039	398,283

SUPPLEMENTAL INFORMATION

Go Topeka, Inc.
Committed/Pending Incentive Offers and Site Expenditures
April 30, 2017

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>THEREAFTER</u>	<u>Totals</u>
Cash:							
Committed - Performance Based:							
Alorica	90,000	90,000					180,000
Big Heart Pet 2015	46,000	36,000					82,000
FHLB	895,800	60,000	61,000	61,000			1,077,800
Koch & Co	20,000	20,000	20,000	20,000	20,000	0	100,000
PTMW	70,000						70,000
Yantra	10,000	10,000	10,000	10,000	10,000	30,000	80,000
Mars Escrow - Employment Incentive	260,000						260,000
Futamura USA	49,600	48,800	53,800	53,800			206,000
se2	80,000	160,000	160,000	160,000	160,000	280,000	1,000,000
Reser's		260,000	100,000	100,000	100,000	105,000	665,000
Total Committed - Performance Based	<u>1,521,400</u>	<u>684,800</u>	<u>404,800</u>	<u>404,800</u>	<u>290,000</u>	<u>415,000</u>	<u>3,720,800</u>
Expected:							
49th Street Project	140,000	1,468,900					1,608,900
East Topeka Learning Center	974,525	2,750,000					3,724,525
Site Improvements	50,000						50,000
Dev. & Maintenance	46,700	45,000					91,700
Total Expected	<u>1,211,225</u>	<u>4,263,900</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>5,475,125</u>
Total Committed and Expected	<u>2,732,625</u>	<u>4,948,700</u>	<u>404,800</u>	<u>404,800</u>	<u>290,000</u>	<u>415,000</u>	<u>9,195,925</u>
Under Consideration:							
Pending Cash Incentives	100,000	259,000	0	0	0	344,000	703,000
Total Under Consideration	<u>100,000</u>	<u>259,000</u>				<u>344,000</u>	<u>703,000</u>
Total before EMBD	<u>2,832,625</u>	<u>5,207,700</u>	<u>404,800</u>	<u>404,800</u>	<u>290,000</u>	<u>759,000</u>	<u>9,898,925</u>
EMBD Carryover							908,125
KF Park and Fire House Fund							203,159
Total							<u>11,010,209</u>

See Accountant's Compilation Report

**GROWTH ORGANIZATION OF TOPEKA /
SHAWNEE COUNTY, INC. - PUBLIC**

**Financial Statements & Accountant's
Compilation Report**

May 31, 2017

Accountant's Compilation Report



MIZE HOUSER
& COMPANY P.A.

Growth Organization of Topeka / Shawnee County, Inc.
120 S.E. 6th Ave., Suite 110
Topeka, Kansas 66603

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The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

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Schedule of committed/pending incentive offers and site expenditures as of May 31, 2017.

We are not independent with respect to Growth Organization of Topeka / Shawnee County, Inc.—Public.

Mize Houser & Company P.A.

Mize Houser & Company P.A.
Certified Public Accountants

August 10, 2017
Topeka, Kansas

BNO:rb:sc
Enclosures

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211 E Eighth St, Suite A ■ Lawrence, KS 66044-2771 ■ 785.842.8844 p ■ 785.842.9049 f

Go Topeka, Inc.
Statement of Assets, Liabilities, &
Change In Funds-Public - Modified Cash Basis
May 31, 2017

Assets

Current Assets		
Cash-Sales Tax (A)		9,619,995
Investments-Sales Tax (A)		<u>5,895,861</u>
Total Current Assets		15,515,856
Other Assets		
Land Held for Development	<u>7,442,408</u>	
Total Other Assets		<u>7,442,408</u>
Total Assets		<u><u>22,958,264</u></u>

Liabilities and Fund Balance

Current Liabilities		
EMBD Carryover	908,125	
Due to/(from) Chamber	1,042	
KF Park & Fire House Fund	203,159	
Other Payables	<u>1,127</u>	
Total Current Liabilities		1,113,453
Fund Balances		
Opening Fund Balance	20,901,272	
Excess-Current Year	<u>943,539</u>	
Total Liabilities and Fund Balance		<u><u>22,958,264</u></u>

(A) - Subject to commitments. See supplemental schedule.

See Accountant's Compilation Report

Go Topeka, Inc.
Statement of Income and Expense - Public
Modified Cash Basis
May 31, 2017

	Current Period			Year to Date		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenue						
Sales Tax	416,667	416,666	1	2,083,333	2,083,330	3
Net Investment Income (Fees)	1,823	1,050	773	9,709	5,250	4,459
Other Revenue	4,573	9,000	(4,427)	38,768	13,700	25,068
Total Revenues	423,063	426,716	(3,653)	2,131,810	2,102,280	29,530
Expenses						
Program Expenses						
Business Retention	11,447	16,176	4,729	57,229	78,331	21,102
New Business Attraction	21,152	35,821	14,669	147,409	278,006	130,597
Workforce Development	16,461	44,017	27,556	65,643	167,286	101,643
Government Relations Consultant	-	1,500	1,500	8,000	7,750	(250)
Research & Governmt'l Relations	10,827	11,246	419	69,971	95,881	25,910
Entrepreneurial & Minority Bus Dev	28,070	40,211	12,141	209,425	259,864	50,439
Small Business Innovation Center	810	900	90	4,005	29,500	25,495
Site/Prospect Support	4,326	3,900	(426)	5,924	69,400	63,476
Incentives & Site Expend - Direct	28,800	28,800	-	148,340	151,728	3,388
Total Program Expenses	121,893	182,571	60,678	715,946	1,137,746	421,800
General & Administrative Expenses	8,067	7,825	(242)	38,305	39,126	821
Total Operating Expenses	129,960	190,396	60,436	754,251	1,176,872	422,621
Transfer to Visioning	0	0	0	75,000	75,000	0
Broadband	30	30	0	30	30	0
Small Business Incentive Program	1,975	1,975	0	71,460	71,825	365
E Topeka Learning Ctr	7,855	7,855	0	283,330	283,755	425
49th St Road Project	4,200	4,200	0	4,200	4,200	0
Revenues over (under) Expenses	279,043	222,260	56,783	943,539	490,598	452,941

SUPPLEMENTAL INFORMATION

Go Topeka, Inc.
Committed/Pending Incentive Offers and Site Expenditures
May 31, 2017

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>THEREAFTER</u>	<u>Totals</u>
Cash:							
Committed - Performance Based:							
Alorica							0
Big Heart Pet 2015	46,000	36,000					82,000
FHLB	867,000	60,000	61,000	61,000			1,049,000
Koch & Co						0	0
PTMW	70,000						70,000
Yantra	10,000	10,000	10,000	10,000	10,000	30,000	80,000
Mars Escrow - Employment Incentive	260,000						260,000
Futamura USA	49,600	48,800	53,800	53,800			206,000
se2	80,000	160,000	160,000	160,000	160,000	280,000	1,000,000
Reser's		260,000	100,000	100,000	100,000	105,000	665,000
Total Committed - Performance Based	<u>1,382,600</u>	<u>574,800</u>	<u>384,800</u>	<u>384,800</u>	<u>270,000</u>	<u>415,000</u>	<u>3,412,000</u>
Expected:							
49th Street Project	135,800	1,468,900					1,604,700
East Topeka Learning Center	966,670	2,750,000					3,716,670
Site Improvements	50,000						50,000
Dev. & Maintenance	43,332	45,000					88,332
Total Expected	<u>1,195,802</u>	<u>4,263,900</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>5,459,702</u>
Total Committed and Expected	<u>2,578,402</u>	<u>4,838,700</u>	<u>384,800</u>	<u>384,800</u>	<u>270,000</u>	<u>415,000</u>	<u>8,871,702</u>
Under Consideration:							
Pending Cash Incentives	100,000	259,000	0	0	0	344,000	703,000
Total Under Consideration	<u>100,000</u>	<u>259,000</u>				<u>344,000</u>	<u>703,000</u>
Total before EMBD	<u>2,678,402</u>	<u>5,097,700</u>	<u>384,800</u>	<u>384,800</u>	<u>270,000</u>	<u>759,000</u>	<u>9,574,702</u>
EMBD Carryover							908,125
KF Park and Fire House Fund							203,159
Total							<u>10,685,986</u>

See Accountant's Compilation Report

**GROWTH ORGANIZATION OF TOPEKA /
SHAWNEE COUNTY, INC. - PUBLIC**

**Financial Statements & Accountant's
Compilation Report**

June 30, 2017

Accountant's Compilation Report



MIZE HOUSER
& COMPANY P.A.

Growth Organization of Topeka / Shawnee County, Inc.
120 S.E. 6th Ave., Suite 110
Topeka, Kansas 66603

Management is responsible for the accompanying financial statements of Growth Organization of Topeka / Shawnee County, Inc.—Public (a division of Growth Organization of Topeka/Shawnee County, Inc., consisting primarily of activities related to the City of Topeka and Shawnee County Joint Economic Development Organization grant), (Go Topeka), which comprise the statements of assets, liabilities and change in funds-modified cash basis as of June 30, 2017, and the related statement of income and expense-modified cash basis for the one month and six month periods then ended, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements prepared on the modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's assets, liabilities, equity, revenues, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

The accompanying supplementary information listed below is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary information was not subject to our compilation engagement. We do not express an opinion, a conclusion, nor provide any form of assurance on such information.

Supplemental information (presented only for supplementary analysis purposes):

Schedule of committed/pending incentive offers and site expenditures as of June 30, 2017.

We are not independent with respect to Growth Organization of Topeka / Shawnee County, Inc.—Public.

Mize Houser & Company P.A.

Mize Houser & Company P.A.
Certified Public Accountants

August 10, 2017
Topeka, Kansas

BNO:rb:sc
Enclosures

www.mizehouser.com ■ mhco@mizehouser.com

534 S Kansas Ave, Suite 700 ■ Topeka, KS 66603-3465 ■ 785.233.0536 p ■ 785.233.1078 f
534 S Kansas Ave, Suite 400 ■ Topeka, KS 66603-3454 ■ 785.234.5573 p ■ 785.234.1037 f
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211 E Eighth St, Suite A ■ Lawrence, KS 66044-2771 ■ 785.842.8844 p ■ 785.842.9049 f

Go Topeka, Inc.
Statement of Assets, Liabilities, &
Change In Funds-Public - Modified Cash Basis
June 30, 2017

Assets

Current Assets		
Cash-Sales Tax (A)		9,761,112
Investments-Sales Tax (A)		<u>5,897,460</u>
Total Current Assets		15,658,572
Other Assets		
Land Held for Development	<u>7,442,408</u>	
Total Other Assets		<u>7,442,408</u>
Total Assets		<u><u>23,100,980</u></u>

Liabilities and Fund Balance

Current Liabilities		
EMBD Carryover	908,125	
Due to/(from) Chamber	-6,815	
KF Park & Fire House Fund	203,159	
Other Payables	<u>1,150</u>	
Total Current Liabilities		1,105,619
Fund Balances		
Opening Fund Balance	20,901,272	
Excess-Current Year	<u>1,094,089</u>	
Total Liabilities and Fund Balance		<u><u>23,100,980</u></u>

(A) - Subject to commitments. See supplemental schedule.

See Accountant's Compilation Report

Go Topeka, Inc.
Statement of Income and Expense - Public
Modified Cash Basis
June 30, 2017

	Current Period			Year to Date		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenue						
Sales Tax	416,667	416,666	1	2,500,000	2,499,996	4
Net Investment Income (Fees)	1,681	1,050	631	11,389	6,300	5,089
Other Revenue	943	1,300	(357)	39,711	15,000	24,711
Total Revenues	419,290	419,016	274	2,551,101	2,521,296	29,805
Expenses						
Program Expenses						
Business Retention	4,110	17,426	13,316	61,339	95,757	34,418
New Business Attraction	71,162	39,871	(31,291)	218,571	317,877	99,306
Workforce Development	20,144	14,017	(6,127)	85,787	181,303	95,515
Government Relations Consultant	-	26,625	26,625	8,000	34,375	26,375
Research & Government'l Relations	8,535	11,246	2,711	78,506	107,127	28,620
Entrepreneurial & Minority Bus Dev	40,452	57,811	17,359	249,878	317,677	67,799
Small Business Innovation Center	810	25,900	25,090	4,815	55,400	50,585
Site/Prospect Support	3,763	3,900	137	9,687	73,300	63,613
Incentives & Site Expend - Direct	-	-	-	148,340	151,728	3,388
Total Program Expenses	148,976	196,797	47,820	864,923	1,334,543	469,620
General & Administrative Expenses	7,126	7,825	699	45,431	46,951	1,520
Total Operating Expenses	156,103	204,622	48,519	910,354	1,381,494	471,140
Transfer to Visioning	0	0	0	75,000	75,000	0
Broadband	0	0	0	30	30	0
Small Business Incentive Program	44,048	44,050	2	115,508	115,875	367
E Topeka Learning Ctr	2,790	2,800	10	286,120	286,555	435
49th St Road Project	65,800	65,800	0	70,000	70,000	0
Revenues over (under) Expenses	150,550	101,744	48,796	1,094,089	592,342	501,747

SUPPLEMENTAL INFORMATION

Go Topeka, Inc.
Committed/Pending Incentive Offers and Site Expenditures
June 30, 2017

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>THEREAFTER</u>	<u>Totals</u>
Cash:							
Committed - Performance Based:							
Alorica							0
Big Heart Pet 2015	46,000	36,000					82,000
FHLB	867,000	60,000	61,000	61,000			1,049,000
Koch & Co						0	0
PTMW	70,000						70,000
Yantra	10,000	10,000	10,000	10,000	10,000	30,000	80,000
Mars Escrow - Employment Incentive	260,000						260,000
Mars Twix		125,000					125,000
Futamura USA	49,600	48,800	53,800	53,800			206,000
se2	80,000	160,000	160,000	160,000	160,000	280,000	1,000,000
Reser's		260,000	100,000	100,000	100,000	105,000	665,000
Total Committed - Performance Based	<u>1,382,600</u>	<u>699,800</u>	<u>384,800</u>	<u>384,800</u>	<u>270,000</u>	<u>415,000</u>	<u>3,537,000</u>
Expected:							
49th Street Project	131,600	1,468,900					1,600,500
East Topeka Learning Center	958,815	2,750,000					3,708,815
Site Improvements	50,000						50,000
Dev. & Maintenance	43,332	45,000					88,332
Total Expected	<u>1,183,747</u>	<u>4,263,900</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>5,447,647</u>
Total Committed and Expected	<u>2,566,347</u>	<u>4,963,700</u>	<u>384,800</u>	<u>384,800</u>	<u>270,000</u>	<u>415,000</u>	<u>8,984,647</u>
Under Consideration:							
Pending Cash Incentives	100,000	134,000	0	0	0	344,000	578,000
Total Under Consideration	<u>100,000</u>	<u>134,000</u>				<u>344,000</u>	<u>578,000</u>
Total before EMBD	<u>2,666,347</u>	<u>5,097,700</u>	<u>384,800</u>	<u>384,800</u>	<u>270,000</u>	<u>759,000</u>	<u>9,562,647</u>
EMBD Carryover							908,125
KF Park and Fire House Fund							203,159
Total							<u>10,673,931</u>

See Accountant's Compilation Report



Agenda Item No. 4

**JEDO Board Meeting
September 13, 2017 - 6:00 P.M.**

July 26, 2017 JEDO Board Meeting
Minutes

**Joint Economic Development Organization Board Minutes
July 26, 2017**

City Council Chambers, 214 SE 8th Street, Topeka, Kansas, Wednesday, July 26, 2017.

The Joint Economic Development Organization (JEDO) Board Members met at 6:00 p.m. with the following voting Board Members present: Councilmember Karen Hiller (proxy for Deputy Mayor Jeff Coen), Councilmember Michelle De La Isla, Councilmember Tony Emerson and Shawnee County Commissioners Kevin Cook and Bob Archer -5. City of Topeka Mayor Larry Wolgast presided -1. Absent: Deputy Mayor Jeff Coen and Shawnee County Commissioner Shelly Buehler -2.

Nonvoting Board Members Present: Councilmembers Brendan Jensen and Richard Harmon

Nonvoting Board Members Absent: Councilmembers Sandra Clear, Sylvia Ortiz and Elaine Schwartz

Mayor Wolgast announced agenda item 5, Project Morris Incentive Agreement, would be pulled from the agenda as the contract is not ready for consideration.

APPROVAL of Minutes from the meeting of May 10, 2017 was presented.

Councilmember De La Isla moved to approve the Minutes of May 10, 2017. The motion seconded by Commissioner Archer carried unanimously. (6-0-0)

UPDATE on the East Topeka Learning Center and APPROVAL of contract between Washburn University and Joint Economic Development Organization (GO Topeka) regarding the East Topeka Learning Center (ETLC) was presented. (JEDO Contract No. C-03-2017)

Mary Feighny, Assistant City Attorney, reported the agreement would allow Washburn University to lease the Menninger Army Reserve Armory located at 2014 SE Washington for 10 years to implement the East Topeka Learning Center, an adult education facility. She noted a language revision on page 12, Section 22 of the agreement due to a delay in the project timeline. The revised language is as follows:

Section 22. COMMENCEMENT AND OPERATION. The foregoing programs and services shall commence ~~in August 2018~~ no later than January 2019, and be offered throughout each year of the term of this agreement, providing three (3) semesters of classes annually, subject to demand for programs and offerings.

Dr. JuliAnn Mazachek, Washburn University, stated the ETLC project would provide educational opportunities and develop programs that would make a difference in the community.

Commissioner Archer asked if Washburn University had any additional requests that were not included in the agreement.

Dr. Mazachek stated the agreement was a collaborative effort by all parties involved.

Barbara Stapleton, GO Topeka Workforce and Education Vice President, gave an update on the next steps in the process including the design agreement and demolition, review of the engagement letter for tax credits as well as consideration of a zoning change request by the City of Topeka Governing Body on August 8, 2017.

Councilmember Hiller asked if the date change was due to delays.

Barbara Stapleton stated the project would not move forward until an agreement has been approved.

Lalo Munoz, ETLC Co-Chair, reported there have been three taskforce meetings to provide feedback regarding the lease and educational services agreement as well as move discussions forward to ensure success of the project and create a Request For Proposal for a market study which is currently out for bid. He stated the market study would provide measurable insight into the types of programs that are in high demand from students and the types of support services most needed. He noted the Selection Committee would select and notify respondents by July 28, 2017; conduct final respondent interviews August 15, 2017; and present a recommendation to the JEDO Board on September 13, 2017.

Councilmember Hiller inquired on the marketing strategy to attract students to ETLC programs.

Lalo Munoz stated the market study would provide the best strategy to educate the community on the importance of participating in the programs offered to make it successful.

Dr. Mazachek noted community members would also be actively involved in the program. She stated the firm conducting the market study would provide insight into the best methodology of the approach to take to ensure participation and the kind of support services needed to make the ETLC a success.

Councilmember Jensen asked if simple advertising was an option instead of expending money to conduct a study.

Lalo Munoz reported the market firm would help them better understand the community and support services needed to make the program a success in east Topeka.

Councilmember De La Isla commended the team on the project and the excellent program being offered to the community.

Councilmember De La Isla moved to approve the contract as amended (revise the language to include a start date of no later than January 2019 in Section 22). The motion seconded by Commissioner Cook carried unanimously. (6-0-0)

Joseph Ledbetter spoke in support of the agreement and expressed his appreciation in offering educational opportunities to the East Topeka community.

APPROVAL of contract with Tilson Technology Management for broadband consulting services was presented. (JEDO Contract No. C-02-2017)

JEDO Board Minutes
07-26-2017 (DRAFT)

Mark Biswell, City of Topeka Information Technology Director, gave a brief overview of the process conducted by the Broadband Taskforce.

Commissioner Archer asked for clarification on what services would be provided at a total cost of \$205,215 and the expected outcome.

Mayor Wolgast asked if there would be different costs associated with implementing broadband services throughout Shawnee County.

Councilmember Hiller asked for clarification that all areas including outside city limits would be included in the broadband service area.

Mark Biswell stated the purpose of the RFP was to contract with a consulting firm to assist JEDO in formulating and executing a plan to form the necessary public-private partnerships to provide sufficient, reliable and affordable high speed broadband service delivery to all residents of Topeka and Shawnee County.

Councilmember De La Isla moved to approve the contract. The motion seconded by Commissioner Cook carried unanimously. (6-0-0)

DISCUSSION to provide an update of the 49th Street Improvement Project was presented.

Molly Howey, GO Topeka Senior Vice President of Economic Development, gave a brief overview on the status of the 49th Street Improvement Project and the adjustments made to project timelines including the design phase (week of July 31, 2017), the bid process (early Fall 2017) and the construction phase (Spring of 2018). She reported the project would be finalized soon to allow for approval by the City and the company to sign the benefit district petition next week.

Councilmember Emerson asked if the timeline adjustments would have any effect on future sustainable opportunities.

Molly Howey reported the company is reassessing their expansion needs; therefore, the timeline adjustment would not be an issue.

PUBLIC COMMENT

Carol Marple appeared to speak under public comment. She referenced the proposed Long Range Comprehensive Plan for Shawnee County and expressed concern with the definition of “prime farmland” and how it applies to the South Topeka commercial properties owned by GO Topeka.

Mayor Wolgast announced the next JEDO Board meeting would be held September 13, 2017 at 6:00 p.m. in the Council Chambers.

No further business appearing the meeting was adjourned 6:33 p.m.



Agenda Item No. 5

**JEDO Board Meeting
September 13, 2017 - 6:00 P.M.**

EAST TOPEKA LEARNING CENTER (ETLC) MARKET STUDY

- a. REQUEST for use of Carryover Entrepreneurial & Minority Business Development (EMBD) Funds to pay for a portion of the market study.**
- b. APPROVAL of Selection Committee's recommendation for engagement of a contractor for the market study.**



**East Topeka Learning Center Project Update
September 13, 2017**

Staff: Barbara Stapleton, Vice President of Workforce & Education
Glenda Washington, Vice President of EMBD
Taskforce Chair: Glenda Duboise

Zoning

- Zoning change to O&I-2 Office and Institutional district approved on August 8, 2017 by City Council.

Design Process

- Taskforce and design team attended design tours to the following locations:
 - Metropolitan Community College, Construction Education Center, Omaha, NE
 - Basehor-Linwood Career Training Experience, Basehor, KS
 - Gardner Edgerton Advanced Tech Center, Gardner, KS
 - Gateway Technical College, iMet Center and Horizon Center, Kenosha, WI
- Design Visioning Workshop conducted by HTK Architects on September 8, 2017

New Markets Tax Credits


- Columbia Capital began the process for consideration by Community Development Entities (CDE), has received information on two potential CDE's, and is submitting intake forms presently.

Market Study

- Taskforce requested a market study be conducted through a request for proposal (RFP) process. A selection committee convened and issued the RFP on July 5, 2017
- Five respondents expressed interest. Two complete responses were received July 21, 2017
- Selection committee evaluated responses and notified the two respondents for interview on July 31, 2017.
- References were contacted and interview presentations by the two selected respondents occurred August 15, 2017
- Selected firm was notified August 18, 2017

Based upon the selection committee's review of responses, references, and presentations through an evaluation matrix; Ketchum Global Analytics was selected as the final firm to present as a recommendation to JEDO by the selection committee. The committee believes the gold proposal from Ketchum meets the needs of the project and will involve the community best. Ketchum is well prepared to work in Topeka and Shawnee County and will provide qualitative research study of residents and key stakeholders, providing a level of detail that's not possible with just a secondary analysis.

The taskforce recommends the funding of the market study be allocated across funding sources, with one third each provided by Washburn University, ETLC project contingency/education budgeted funds, and EMBD funds.



A Proposal from Ketchum Global Research & Analytics

MARKET STUDY, EAST TOPEKA LEARNING CENTER



Ketchum Global Research & Analytics

July 20th, 2017

Dear Barbara,

Thank you for the opportunity to submit this proposal. We greatly appreciate you and the selection committee taking the time to take us through the background of this project and answering our questions on the pre-proposal conference call last week. Based on our conversation and the RFP, we understand that the East Topeka Learning Center (ETLC) is a public-private partnership between the Joint Economic Development Organization (JEDO), Washburn University, and Washburn Institute of Technology and is envisioned to support business growth and provide expanded educational opportunities for the local community. The location for the ETLC has been secured, and a tentative opening date in 2018 has been scheduled. However, to ensure sustainable success, JEDO is seeking to first conduct market research to understand what programs and support services are most needed in this community.

At Ketchum Global Research & Analytics (KGRA), we have extensive experience creating similar types of research for different companies across various industries, including working with other higher education institutions, such as University of Maryland University College, to conduct market research to inform their growth strategy (see page 15 for case study).

To help JEDO achieve its goals, we have proposed a three-step approach that aims to answer the below key questions:

- What are the educational needs of employers in the greater Topeka area?
- What are the educational demands of residents of East Topeka?
- Who is the target market/audience for the ETLC?
- Where does the ETLC fit in the education market place?

Ultimately, the findings and recommendations gathered will help guide and inform the development of the ETLC's programs and services strategy. We have included two variations of the approach – a gold and silver option – at two different price points for your consideration.

Thank you again and we are excited for the opportunity to work with JEDO and its partners and we are confident that we can use our world-class experience with similar engagements to help ensure the ETLC's sustainable success and positive impact on its community in the years to come.

Yours Sincerely,
Orin Puniello
Research Director, Ketchum Global Research & Analytics

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COMPANY INFORMATION.



WE ARE KETCHUM GLOBAL RESEARCH & ANALYTICS.

Today's Reality: Attack of Data Overload!

*Data is everywhere and easy to get, but using it to drive insights and ROI can feel out of reach. Ketchum Global Research & Analytics (KGRA) helps clients be **data smart** – we know what data you need, how to efficiently get it, and how to convert it into effective solutions that will help you achieve your goals.*



We are advisors & partners.

KGRA is the compass guiding clients through the sea of data-noise to create prescriptive roadmaps that will achieve their unique business goals.



We get the whole picture.

We are one of the largest research groups embedded within a global communications agency. Our unique position gives us unparalleled access to experts and resources beyond research, which most independent research agencies do not have, allowing us to always think ahead: how will our research impact our client's businesses and goals?



We understand your space.

KGRA has extensive experience working with clients who face similar challenges, including SUNY Geneseo, Columbia College Chicago, University of Maryland University College and DeVry University, just to name a few. We also work a number of clients located in the same geographical area, such as H&R Block and Blue Cross Blue Shield of Kansas City.



We are a holistic research consultancy.

Our staff come from a myriad of backgrounds and skill sets, including PhDs, statisticians, quantitative and qualitative experts, planners and trends specialists, all working together to provide a 360 understanding into niche markets, industries and audience mindsets. We provide highly customized solutions to address our clients' key business challenges.



We are thought leaders.

With over 20 years of industry leadership, we spearheaded the development of the Barcelona Principles, the industry framework for effective communications measurement. Our deep understanding of the intricate nuances of data allows us to help clients be data smart and make data work for them.

Geneseo

Columbia
COLLEGE CHICAGO

UMUC
University of Maryland University College

DeVry
University

GO
Topeka

Ketchum
Ketchum Global Research & Analytics

SOME OF THE COMPANY WE KEEP.

CHASE



NETFLIX



RICHEMONT

PHILIPS

SUNTORY



BRIDGESTONE

MONSTER



MIDORI



P&G



IBM



FedEx



ConAgra Foods



MANAGEMENT & PERSONNEL.



ORGANIZATIONAL STRUCTURE.

Ketchum Global Research & Analytics (KGRA) is the research arm of the larger PR agency, Ketchum.

In 1923, George Ketchum founded an advertising business, Ketchum Communications, opening his first office in Pittsburgh, PA. The agency quickly expanded and in 1934, Ketchum launched a public relations department. We soon opened operations throughout the United States and grew the company into a major national player. Today, Ketchum has over 2,500 employees globally and was ranked 4th on The Holmes Report Top 250 Global PR Agency 2017.

Over 20 years ago, Ketchum created Ketchum Global Research & Analytics, the largest research group embedded within a leading communications agency. Dr. David B. Rockland, Partner/CEO, has led the group since 2000 with the support of Mary Elizabeth Germaine, and together they oversee about 150 professionals in 20 cities around the world, including our headquarters in New York and offices in major U.S. cities including San Francisco, Chicago, and D.C. just to name a few.



break **through**

Senior Counsel



MARY ELIZABETH
Executive Vice President,
Managing Director

Mary Elizabeth joined Ketchum in 2001 and has been instrumental in growing the business from a handful of team members to well over 150 today. She currently handles the business operations and will officially take leadership of the group on August 1st, 2017.

With close to 20 years of experience as a marketing and communications researcher, Mary Elizabeth counsels clients on how to be data smart throughout all stages of the communications process: from planning to testing and evaluation and she oversees the development, management, implementation and analysis of research projects – some inform communications intended to improve clients' business performance through reputation management, while others determine the return on investment for marketing and/or communications programs.

Mary Elizabeth has extensive experience developing and executing research in the nonprofit space and is the research lead in the nonprofit consortium, ONE HUNDRED, comprised of the best nonprofit experts across all Omnicom agencies, including Changing Our World, Interbrand and Ketchum. In this role, she focuses on helping clients create analytics and measurement programs focused on linking branding, marketing and fundraising, as well as maximizing their impact.

Project Lead



ORIN PUNIELLO
Research Director

Orin Puniello is responsible for the design and execution of predictive analytics modeling for KGRA. Prior to joining the group in September 2015, Orin was the Assistant Director for Research at the Bloustein Center for Survey Research (BCSR) at Rutgers University.

Orin is actively engaged in the survey research community and has presented research at the American Association of Public Opinion Researchers (AAPOR), the Association of Academic Survey Research Organization, the International Conference on Transport Survey Methods, the Association of Collegiate Schools of Planning, and the Transportation Review Board.

He is currently pursuing a Ph.D. in Planning and Public Policy with a concentration in survey research and transportation policy at Rutgers University. Orin received a Masters of Public Policy (M.P.P.) from the Bloustein School at Rutgers University in 2008, and a B.A. in history and political science from Rutgers University in 2004.

He has extensive experience working with clients in a similar space including most recently, University of Maryland University College, Rutgers University School of Nursing, Archdiocese of St. Louis among others.

Project Manager



DANIELLE FILIPPONE
Sr. Research Associate

Danielle Filippone received her Bachelor of Arts in Strategic Communications with a double minor in Spanish and Business from The University of Missouri in Columbia, Missouri. During her time at school, Danielle found her passion for research and is now a senior researcher for KGRA in Chicago.

In her current role, Danielle supports many Midwest clients across a variety of industries and is particularly interested in using quantitative research methods to help clients solve business problems and reach target audiences. She has experience working with clients in a similar space including, DeVry University and Rotary International.

Data Analyst



GEORGE SCHMITZ
Sr. Analyst

George Schmitz received his Bachelor of Arts in Economics with a minor in Mathematics from Wake Forest University in Winston-Salem, NC. Finding an interest in his Statistics coursework, he decided to pursue a graduate degree in Analytics. As a part of his graduate coursework, George worked as a student consultant with the data science team at Red Ventures in Charlotte, NC where he analyzed a customer acquisition marketing problem for an internet service provider.

After receiving his Masters of Science in Business Analytics from the Wake Forest University School of Business, George joined KGRA in June 2017 as a Senior Analyst within the Predictive Analytics team. George brings experience in statistical programs R and SPSS and has worked on similar client accounts, such as University of Maryland University College.

REFERENCES & CASE STUDIES.



References

	Reference #1	Reference #2	Reference #3
Name of Institution or Facility	University of Maryland University College	UNICEF	Archdiocese of St. Louis
Location	Adelphi, MD	New York, NY	St. Louis, MO
Date of Contract	2016	We have worked with UNICEF on and off since 2011	2017
Name of Contact from Institution or Facility	Erika Orris, Senior Vice President, Strategic Enrollment Management	Arturo Romboli Strategic Planning and M&E Specialist	Kurt Nelson, Superintendent of Catholic Education
Contact Phone Number	+1 (301) 985 7435	+1 (212) 303 7983	+ 1 (314) 792 7302
Type of Services Provided	KGRA was chosen to help UMUC determine which DMAs were the best for expansion, identify the viability for expansion in each of the DMAs, understand the barriers UMUC would face, define its optimal target audiences, as well as outline the best communications strategy.	Since 2011, we have been engaged on various projects, including conducting research to inform UNICEF's world-class communications measurement strategy, including development of their communications handbook and scorecards to be used across 190 countries.	Enrollment in Catholic Education in St. Louis has been steadily declining, and KGRA did an analysis to identify causes of this enrollment, and help develop a strategy to reverse enrollment declines.

Subcontractors

	Subcontractor #1	Subcontractor #2
Name of Institution or Facility	ResearchNow	Braun Research
Location	Plano, TX	Princeton, NJ
Date of Contract	We have been working with ResearchNow on a number of projects over several years now.	We have been working with Braun on a number of projects over several years now.
Name of Contact from Institution or Facility	Marisa Sarnecki	Paul Braun
Contact Phone Number	+1 (212) 805 2813	+1 (609) 279 1600
Type of Services Provided	Online Survey	Telephone Survey

University of Maryland University College: Positioning UMUC for the Future

Challenge

University of Maryland University College is an accredited online university, offering affordable and convenient bachelor's degrees, master's degrees, and certificates.

With a continuing decline in enrollments at higher institutions in Maryland and Virginia, UMUC needed to reevaluate their growth strategy. It knew that in order to succeed, it needed to expand its recruitment efforts beyond its local DMA (demographic marketing area) and update its marketing and communications strategies to attract out-of-state students.

Ketchum Global Research & Analytics (KGRA) was chosen to help UMUC determine which DMAs were the best for expansion, identify the viability for expansion in each of the DMAs, understand the barriers UMUC would face, define its optimal target audiences, as well as outline the best communications strategy.

Approach

In order to help UMUC understand which DMAs to expand to and the best communications strategy to implement, KGRA conducted a multi-phased research project that answered the below key questions:

- Is there an opportunity for growth outside of the local DMA?
- Who are UMUC's optimal target audiences?
- What are the most important barriers to enrolling at UMUC?
- What are the important benefits to communicate to prospective students?
- Is UMUC a viable name for expansion?
- And finally, what are the top 5 DMAs for expansion?

All of the above was answered via a mix of secondary and custom primary research across the U.S., including in-person focus groups and potential logo testing.

Results

Through extensive research, KGRA answered all of UMUC's questions, including ultimately identifying the top five DMAs for expansion and the optimal communications strategy implement.

UMUC has taken our recommendations into consideration and has included them throughout their 2018 plan.

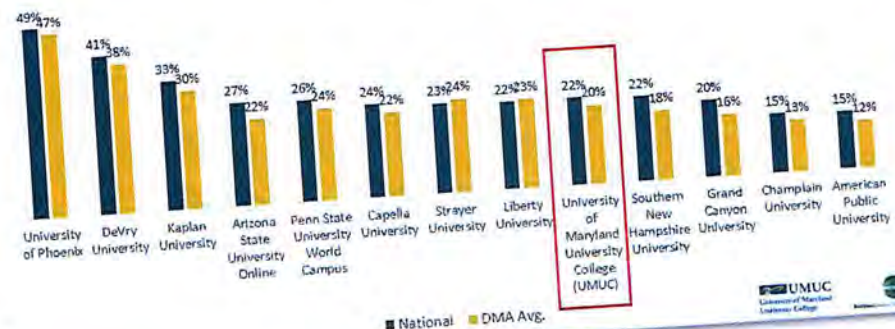
Q3: WHO DO WE TARGET?

- Adult learners (ages 24 to 54) interested in online higher education have been segmented into five groups.



BARRIER: AWARENESS

How much do you know about each of the following colleges/universities?
(Asked of Respondents Interested in online education – Showing A lot/Some)



Cleveland Clinic: Identifying the best target prospects

Challenge

Cleveland Clinic sought to expand its outreach to those population segments with the highest propensity to become patients by identifying:

- The DMAs with the highest concentration of these segments, and
- The most relevant types of media and messaging to engage them.

Approach

Using data from an existing Cleveland Clinic study, supplemented by syndicated data from MRI and Scarborough, KGRA identified two main target groups for potential outreach:

- Cautious Affluent Career-Oriented Families
- Traditional Know-It-All World Travelers

For each segment, KGRA determined their demographics, psychographics, buying habits and media usage.

Results

Based on the segmentation analysis, KGRA recommended potential DMAs that Cleveland Clinic should target for each segment by calculating the density of each segment within each DMA, and then ranking the DMAs based on the existence of competing medical centers (e.g., Johns Hopkins). The recommended DMAs continue to be included in Cleveland Clinic's communication outreach strategy.



**Cautious Affluent
Career-Oriented Families**
Total target: 20.6M
(8.9% of total population)

- Age 25-54; married
- HHI \$75K+; college educated
- They like to feel in control of their lives
- They are risk averse and prefer a set routine
- Trust in a company/service provider is important; they would overwhelmingly purchase a somewhat more expensive product from a company they trust
- They read reviews online
- Buy based on quality not price
- They are avid magazine readers and radio listeners



**Traditional Know-It-All
World Travelers**
Total target: 13.4M
(5.8% of total population)

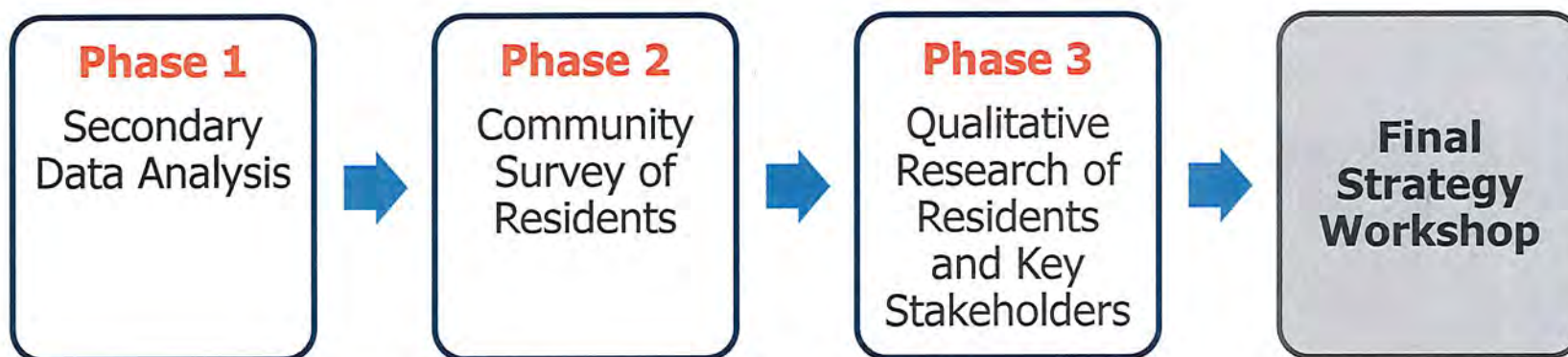
- Age 55-64 and 65+; married
- HHI \$50K+; college educated
- They feel strongly that medications have improved their lives
- They read a lot of reviews online
- Buy based on quality, not price, tend to be brand loyal
- They are not typically on social networks
- They go on the internet mostly to search (Google.com) and check the weather
- They are avid magazine and newspaper readers

TECHNICAL REQUIREMENTS.



OUR APPROACH.

We recommend a three-step approach to assess market demand for the East Topeka Learning Center. Our design integrates a variety of research techniques, to ensure an approach and results that are as comprehensive as possible. The proposed plan consists of three main components:



SECONDARY DATA ANALYSIS.

The first step in this process is to leverage secondary research to answer a number of the key questions from the proposal.

1. Census Analysis

KGRA will use census data products (including, but not limited to, Census, ACS, & BLS) to understand the demographic trends of East Topeka, Greater Topeka, and Kansas in general. This analysis will allow us to:

- Quantify target market potential (especially the adult learner segment)
- Identify new emerging markets, populations, and educational needs
- Quantify number and types of current and potential jobs in the region

2. National and State Educational Statistics Analysis

KGRA will leverage data from the Kansas Department of education and National Center for Education Statistics to understand:

- Understand the potential high school, technical school, and community college pipeline for ETLC
- Understand competitors capabilities, strengths, programs, enrollment, and price

3. Review of Workforce Development Reports

KGRA will review all Kansas Department of Labor and JEDO workforce development reports to identify business and workforce needs, and evaluate potential partnerships.

4. Nielsen Scarborough Analysis

The Scarborough database, maintained by Nielsen, is a leading market research tool that allows for analysis at the regional market level. To achieve this level of precision, Scarborough surveys more than 210,000 adults across the country. KGRA will use Scarborough to provide deeper insight into the region than would be possible with just Census data. Extremely relevant to this research, Scarborough measures the likelihood of adult respondents to do the following activities in the next year:

- Attend Adult Continuing Education Classes
- Go Back to School (for Degree/Certification)
- Look for a New Job

COMMUNITY SURVEY OF RESIDENTS.

In order to provide the level of detail that is required by JEDO for this project, a rigorous data collection and statistical analysis is recommended. KGRA proposes the following steps to gain the insights needed:

1. Telephone Survey of Community Residents

In order to determine levels of interest in ETLC and community needs, original data collection is necessary. KGRA proposes surveying a general sample of adults between the ages of 18 and older in three East Topeka geographies via telephone:

Area	Recommend Number of Completes
Zip Code 66605	250
Zip Code 66607	200
Shawnee County	500

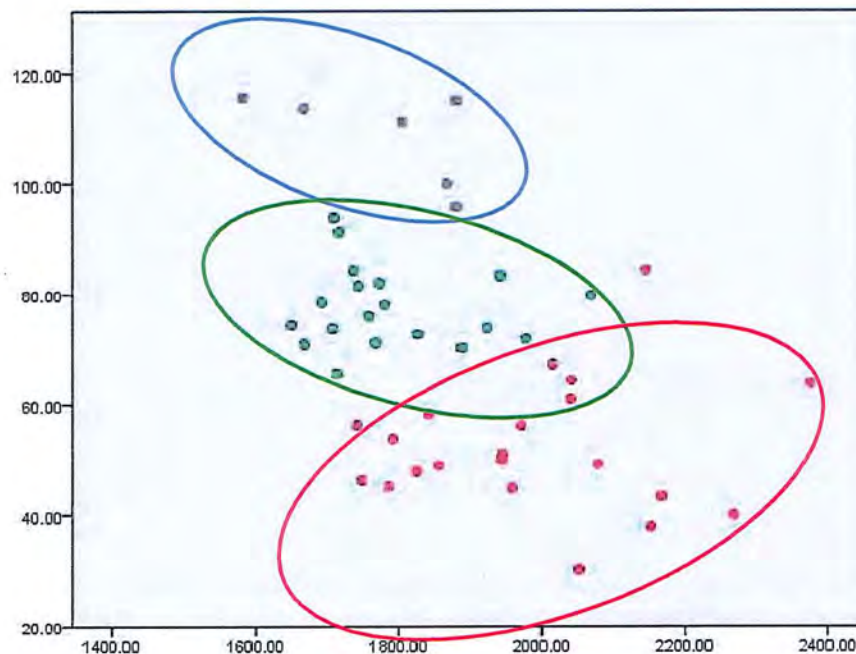
These proposed sample sizes balance project costs with the need valid statistical estimates. We recommend surveying via telephone because it will allow us to collect data that matches the local population. However, if this approach is too costly, in our budget we have provided an alternative approach were KGRA will post an online survey on online community boards and Facebook to gather survey data. This approach, while cheaper, will produce less valid data.

In the next phase, we propose conducting focus groups. KGRA would leverage the survey to recruit for focus group participants.

COMMUNITY SURVEY OF RESIDENTS.

2. Advanced Analytics (Segmentation/Cluster Analysis)

The collected survey data will be used to feed a cluster analysis that will segment the respondents based on their interest in ETLC. The segments can help you to understand your target audiences' demographics and psychographics, as well as provide a solid foundation for any marketing or communication outreach strategy for the ETLC in the future.



*Example of cluster analysis
3 target audiences identified.*

QUALITATIVE RESEARCH OF RESIDENTS & KEY STAKEHOLDERS.

To provide a level of detail not possible with just secondary analysis and quantitative research, KGRA proposes conducting focus groups and in-depth interviews with residents and community leaders in East Topeka.

1. Focus Groups



KGRA proposes two in-person focus groups: one with the residents of Zip Code 66605 and another with the residents of Zip Code 66607. KGRA would leverage the community survey to recruit for the groups, and would utilize the focus group facility at the Ramada – Topeka Downtown to conduct the groups. The goal of the focus groups would be to further understand community needs in their own words in regards to the ETLC and validate the findings and market segments from the survey. Again, should this approach be too costly, we can scale the costs down by conducting online bulletin board focus groups.

2. In-depth Interviews



Secondary data analysis and workforce development reports can take you only so far in understanding the business needs of the community. Therefore, we recommend conducting 5 to 6 in-depth interviews with community and business leaders in East Topeka. The goal of these interviews would be to further understand the need and opportunities for the ETLC from a community and business perspective.

FINAL STRATEGY WORKSHOP

Once Phase 3 is completed, we will combine all the data and analyses, draw insights and provide clear recommendations and actionable next steps for JEDO to consider in terms of the ETLC strategy to provide the programs and services its community and businesses need.

The final deliverables of the project will include:

- One report in PowerPoint format consisting of interpretive analysis and strategic guidance with charts, graphs, and all supporting data, including verbatim comments where relevant. The report will answer:
 - What are the educational needs of employers in the greater Topeka area?
 - What are the educational demands of residents of East Topeka?
 - Who is the target market/audience for the ETLC?
 - Where does the ETLC fit in the education market place?
- In lieu of a final presentation of findings, KGRA will convene all key stakeholders to review findings and recommendations to collaboratively develop actionable next steps. We recommend a half-day Strategic Workshop conducted via a series of creative exercises, facilitated by our team, to prepare a move ahead strategy that includes target audiences, offerings, marketing and communications channels, messages, etc.

PROPOSAL PRICING.



PROPOSAL PRICING.

	GOLD	SILVER
Phase 1 Secondary Data Analysis	1. Census analysis 2. National and State Educational Statistics Analysis 3. Review of Workforce Development Reports 4. Nielsen Scarborough Analysis	
Phase 2 Community Survey of Residents	1. Telephone Survey 2. Advanced Analytics	1. Online Survey 2. Advanced Analytics
Phase 3 Qualitative Research of Residents and Key Stakeholders	1. In-Person Focus Groups 2. In-Depth Interviews	1. Online Bulletin Board Focus Groups 2. In-Depth Interviews
Costs	\$106,740	\$86,940

Notes:

- The entire project will take approximately 3 months to complete from start to finish.
- Travel costs are not included in the costs above and will be billed as incurred.



THANK YOU

Please do not hesitate to reach out to us should you have any questions.

Orin Puniello
Research Director
+1 (646) 935 3965
Orin.Puniello@Ketchum.com



Ketchum Global Research & Analytics

SIGNATURE SHEET

The below stated Vendor submits a proposal to provide an Marketing Research Services in accordance with the terms, conditions, and requirements stated herein. The Vendor hereby certifies it does not have any substantial conflict of interest sufficient to influence the bidding process on this proposal. A conflict of substantial interest is one which a reasonable person would think would compromise the open competitive bid process.

Addenda: The undersigned acknowledges receipt of the following addenda:

#1 () #2 () #3 () None (✓)

Legal Name of Person, Firm or Corporation Ketchum Inc.

Telephone 646 935 4256 Fax _____

E-Mail richard.pacheco@ketchum.com

Mailing Address 1285 Avenue A Americas, 4th floor

City & State New York, NY Zip Code 10019

FEIN Number 13-3973099

Signature  Date 7/18/17

Typed Name of Signature Rich Pacheco Title VP, Dir of Finance

If awarded a contract and purchase orders are to be directed to an address other than above, indicate mailing address and telephone number below.

Address _____

City & State _____ Zip Code _____

Telephone _____ Fax _____

E-Mail _____



Agenda Item No. 6

**JEDO Board Meeting
September 13, 2017 - 6:00 P.M.**

**Project Leaf Funding
\$225,000**



Project Leaf Overview September 13, 2017

On the agenda is a request to approve funding for Project Leaf. Should the funding request be approved, the contract would be slated for the December 13th regular meeting.

Project Leaf Overview

- Existing Shawnee County company
- \$2.4 million in capital investment
 - \$1.6 million facility (revitalize a downtown building)
 - \$800,000 equipment
- Add 45 full-time positions over 5 years; currently employ 17 full-time
- Average wage of \$52,000

Proposed Incentives & Economic Impact

- Maximum incentive of \$225,000
 - Based on job creation only
 - Follows GO Topeka incentive guidelines
- Performance based
- Economic Impact Analysis
 - \$16 million annual recurring impact

Recommendation

- Approve the proposed funding incentive package
- GO Topeka Board of Directors recommended approval on 8/4/2017



Agenda Item No. 7

**JEDO Board Meeting
September 13, 2017 - 6:00 P.M.**

**2018 GO Topeka Draft Budget
Discussion**

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

DRAFT

Working Draft

	Forecast		
	Proposed Budget Year Ending 2018	Estimated/ Expected Year Ending 2017	Approved Budget Year Ending 2017
Receipts:			
Sales Tax	5,000,000	5,000,000	5,000,000
Central Crossing Land Sale			
Other Income	23,400	19,000	23,400
Total Receipts	5,023,400	5,019,000	5,023,400
Expenditures:			
Salaries & Personnel	331,609	280,835	330,394
Salaries EMBD		0	
Payroll taxes and benefits	109,946	86,021	101,201
Payroll taxes and benefits EMBD			
Total Staffing excluding EMBD ^{(1) (2)}	441,555	366,856	431,595
Departmental activities:			
New business attraction	350,250	350,250	350,250
Existing Business	39,600	46,400	46,400
Workforce development	222,460	231,900	231,900
Entrepreneurial and Minority Bus Dev (EMBD) ⁽³⁾	636,436	495,214	495,214
Entrepreneurial Development	85,800	86,700	86,700
Research/Social Media	60,729	59,550	59,550
Government relations	43,750	43,750	43,750
Total Departmental	1,439,025	1,313,764	1,313,764
Utilities/Phone/Copy/Equip/IT/Capital Expend.	77,930	72,430	72,430
Rent/Office maintenance	76,000	75,040	75,040
Insurance/Taxes/Legal	38,300	38,240	38,240
Accounting/Audit/Consulting	64,000	70,000	70,000
Travel/Auto	9,000	9,000	9,000
Dues/Subscriptions	11,700	11,700	11,700
Meetings/Postage/Printing	7,000	7,000	7,000
Supplies	21,000	21,000	21,000
JEDO	15,000	15,000	15,000
Contingencies	3,000	3,000	3,000
Other operating expenditures	322,930	330,000	322,410
Total Operating Expenditures	2,203,510	2,003,030	2,067,769
Total Receipts over Operating Expenditures	2,819,890	3,015,970	2,955,631
Heartland Visioning	75,000	75,000	75,000
	75,000	75,000	75,000
Incentives, Site Expenditures and other:			
Anticipated expenditures on current commitments	699,800	1,736,290	1,736,290
Indirect site/incentive expenditures/signage/entryway	99,700	96,700	96,700
New Incentives	500,000	500,000	500,000
New Workforce Initiatives ⁽⁴⁾	3,460,000	550,000	550,000
New Business Initiatives ⁽⁵⁾	300,000	300,000	300,000
49th St Improvements	1,468,900	0	
Total Incentives, Site Expenditures and other	6,528,400	3,182,990	3,182,990
Transfer from (to) cash, investments and land held for development	3,783,510	242,020	302,359
Net	0	0	0

Summary of Significant Forecast Assumptions - Footnotes

⁽¹⁾ Includes estimated 12% health insurance increase July 1, 2017.

⁽²⁾ Budget for 2018 is based on 5.3 FTEs This excludes the 2.7 EMBD FTE's.

⁽³⁾ This amount is net of EMBD program income. Includes salaries, taxes and benefits budgeted for 2.7 FTEs, \$244,486 in 2018 and \$156,914 in 2017.

⁽⁴⁾ Includes \$3.46mm (Broadband \$110k, East Topeka Learning Center \$3.3: 1 2

⁽⁵⁾ \$300,000 for Small Business Incentive program