



JEDO Q4 REPORT

October - December, 2019





GO TOPEKA

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GOTopeka.com

719 S Kansas Ave. Ste. 100
Topeka, KS 66603

COVER AND LEFT PHOTO:

Cover: Project Lightning approval: GO Topeka and Walmart after JEDO approved incentives to build a new distribution center in the Kanza Fire Commerce Park.

Left: In October, EMBD hosted the Small Business Conference where owners were able to talk hear from and then visit with other professionals.

Below: During the Expedition trip to Montgomery, a group of Topeka leaders heard from a broad range of leaders in their community.



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KEY

Momentum 2022 focuses on five key elements to make Topeka & Shawnee County a better place to live, work, play and do business.



Develop Homegrown Talent



Create Vibrant & Attractive Places



Grow a Diverse Economy



Promote a Positive Image



Collaborate for a Strong Community

TOPEKA & SHAWNEE COUNTY VITAL STATS

Updated 01-30-2020



DEVELOP HOMEGROWN TALENT

GRADUATION RATE

STATE OF KANSAS
87.5%

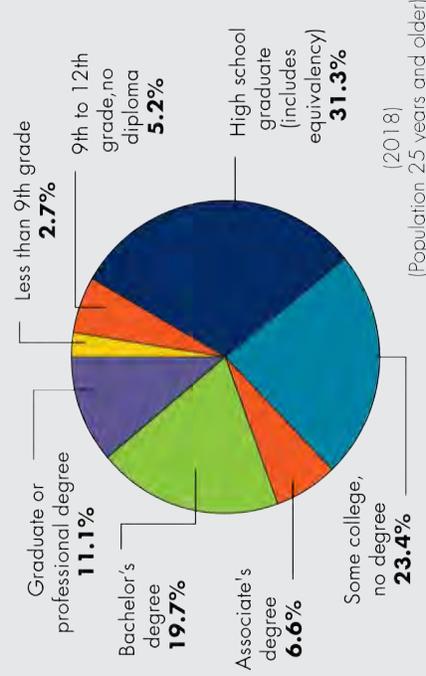
SHAWNEE COUNTY
88.3%

Four-year adjusted cohort formula (all Schools 2017-2018) (1)

STUDENT-LEVEL METRICS (2019)



EDUCATIONAL ATTAINMENT



CERTIFICATES EARNED

1,251

(Less than a 2-year degree) (2018)



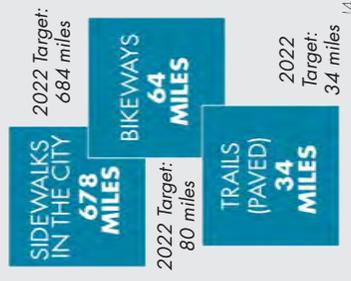
CREATE VIBRANT & ATTRACTIVE PLACES

LIVABILITY

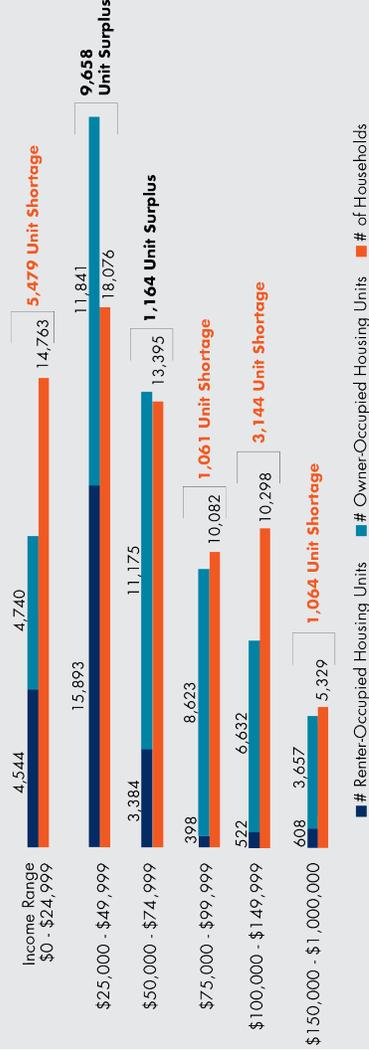
This score rates the overall livability of Shawnee County on a scale from 0 to 100. It is based on the average score of seven livability categories—housing, neighborhood, transportation, environment, health, engagement, and opportunity—which also range from 0 to 100.



PEDESTRIAN FRIENDLINESS (2017)



AFFORDABLE HOUSING (2018)



*The analysis does not account for age or quality of housing units, and there is the possibility that upper income households are likely outcompeting lower income households for the same housing units.

ATTENDANCE AT ATTRACTIONS (2018)

716,779 PEOPLE

Total attendance of the following Shawnee County Attractions:
 Topeka Zoo, KS Children's Discovery Center, TPAC, Old Prairie Town, KS State Capitol, TCT, Sunflower Soccer, Mulvane Art Museum, Brown vs Board NHS, Evel Knievel Museum, Museum of KS Nat'l Guard, Combat Air Museum, Jayhawk Theater, Ritchie House, Great Overland Station

2022 Target: 750,000 people

PROMOTE A POSITIVE IMAGE

NET PROMOTER SCORE (NPS)

An index ranging from -100 to 100 that measures the willingness of customers to recommend a product or experience to others.



2022 Target: 0 NPS

(7)

It is intended that non-profit boards are reflective of the community as a whole. To that end, the graphs above should mirror the graphs at right.

NON-PROFIT BOARD DIVERSITY (2018)

Age Group



Gender

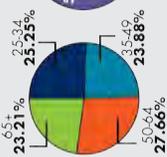


Ethnicity



CURRENT SHAWNEE COUNTY DEMOGRAPHICS

Age Group



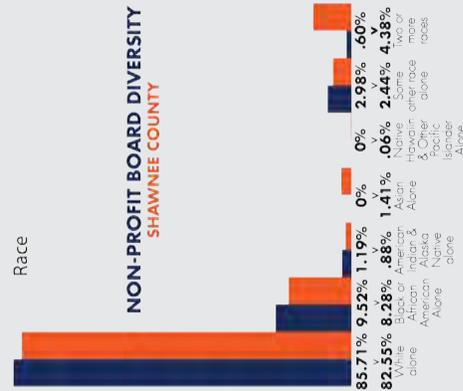
Gender



Ethnicity



NON-PROFIT BOARD DIVERSITY SHAWNEE COUNTY



COLLABORATE FOR STRONG COMMUNITY

PHYSICAL AND MENTAL HEALTH (2019)



Average number of physically/mentally unhealthy days reported in past 30 days (age-adjusted)

2022 Target: 2.7 Physical | 3.2 Mental

INFANT MORTALITY RATE (2019)



WITHIN 1 YEAR, PER 1,000 LIVE BIRTHS

(9)

GROW A DIVERSE ECONOMY

SHARE OF EMPLOYMENT AT NEW BUSINESSES



(New business is any that has been open less than five years)(2017 Q4)

2022 Target: 7,093 people

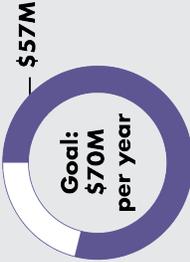
ANNUAL MEDIAN WAGE IN TOPEKA



(2018 MSA)

2022 Target: \$39,000

PRIVATE CAPITAL INVESTMENT (2019)



(7)

2022 Target: \$350M

TOTAL PRIVATE JOBS



(July 2019)

(Private = Non-Government Jobs)

2022 Target: 79,000 jobs

GLOBAL METRICS

GDP OF DOLLARS (10)



Gross domestic product (GDP) is equal to the sum of personal consumption expenditures, gross private domestic investment, net exports of goods and services, and government consumption expenditures and gross investment.



2022 Target: \$11.500 GDP in billions of current dollars

NUMBER OF PEOPLE WORKING, BUT NOT LIVING IN SHAWNEE COUNTY (2017)



2022 Target: 33%

PER CAPITA INCOME IN SHAWNEE COUNTY (2018)



2022 Target: \$50,000

STUDENTS ELIGIBLE FOR FREE OR REDUCED LUNCHES



2022 Target: 48%

POVERTY RATE IN SHAWNEE COUNTY (2018)



2022 Target: 10%

All metrics refer to Shawnee County unless otherwise stated.
Sources: 1 Kansas State Department of Education, 2 U.S. Census Bureau, ACS 5-Year Estimates, 3 AARP Livability Index, 4 City of Topeka Planning Department, 5 Quarterly Census of Employment and Wages, 6 Occupational Employment Statistics, 7 Momentum 2022 Survey, 8 U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 9 County Health Ranking, 10 Bureau of Economic Analysis, 11 U.S. Census Bureau, Small Area Income and Poverty Estimates

PROVIDED BY





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Diverse
Economy



WALMART SELECTS TOPEKA AS ITS NEWEST DISTRIBUTION CENTER LOCATION IN THE U.S., CREATING TOTAL ECONOMIC IMPACT OF \$635M

GO Topeka is excited to announce that Walmart has chosen Topeka, Kansas as the site of its newest distribution facility in the United States. Final approval for the project came from the JEDO board during its December 11, 2019 meeting. The arrival of this new distribution center will bring with it an estimated 300 new full-time positions over the next 5 years with competitive salaries plus benefits, which are among the best in the retail industry, creating in the next 10 years a total economic impact of \$635M.

This will be the fourth Walmart distribution center in the state of Kansas, with the others located in Ottawa, Edgerton and Kansas City. Walmart currently employs more than 20,000 associates in Kansas at three distribution centers and more than 80 retail locations.

"Walmart's announcement of their intent to build a distribution center in Topeka, their fourth in the state, is welcome news and just the latest example of a global company choosing to invest in Kansas," Governor Laura Kelly said. "This move reaffirms our state's strategic advantage as a distribution and logistics hub."

Topeka, and Kansas in general, has the logistical advantage of being centrally located. To quote the Kansas Department of Commerce, "Kansas' strategic location at the convergence of I-35 and I-70 places it at the crossroads of America" (kansascommerce.com/469/Logistics-Distribution). As a "hub of accessibility," it takes less than three days to reach anywhere in the continental U.S. from Topeka.

"With distribution facilities and more than 4,500 stores located within five miles of two-thirds of the U.S. population, Walmart is in a unique position to serve customers quickly and cost-effectively," said Greg Smith, executive vice president, Walmart U.S. Supply Chain. "Nestled in America's heartland, this Topeka site is perfectly located and boasts a skilled workforce that will help Walmart better serve its customers in the region. We're proud to add this site to our strong supply chain network and bring jobs to hard-working Kansans."

Topeka's Walmart distribution center will be its largest in the state, with more than 1.8 million square feet at approximately 35' clear stacking height. This contributes to the company's more than 1.8 million square feet of existing space spread across its three other distribution center locations in Kansas. The new facility will occupy part of the remaining 236 acres in the Kanza Fire Commerce Park near the south side of the city.

"The City of Topeka could not be more pleased to be a part of Walmart's expansion," said Mayor Michelle De La Isla. "The new distribution center will not only provide employment opportunities and a financial investment for our community but will create a continued economic impact that will be felt for years to come."

"For Topeka to succeed in landing an opportunity like this is extraordinary; yet at the same time what we are all building to expect going forward. It showcases GO Topeka's and the overall community's resolve and preparedness to pursue the very best prospects to grow Topeka & Shawnee County. Success, not luck, favors the prepared." Said Kurt Kuta, GO Topeka board chair and president/CEO of CoreFirst Bank & Trust. "On behalf of the GO Topeka board I would like to express how excited we are to have Walmart choose Topeka as the home for its next distribution center and welcome them to the community."

Molly Howey, SVP of Economic Development for the Greater Topeka Partnership/GO Topeka said, "We at the Partnership and GO Topeka are proud to have had the opportunity to work with Walmart's exceptional team to have made this project a reality. We are excited about the many prospects this affords the Topeka & Shawnee County community."

CAPITAL INVESTMENT
\$200M

NEW JOBS TO BE CREATED
300





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Diverse
Economy

BUSINESS ATTRACTION

In 2019 GO Topeka responded to 24 unique project RFI's that resulted in 3 site visits from various companies interested in locating in our community. To help outline the positive impact that these projects can bring to Topeka & Shawnee County see the data below.

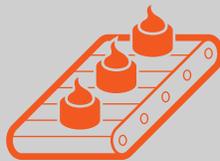
30 PROJECTS IN THE PIPELINE



9,637
POTENTIAL JOBS



\$1,152,000,000
POTENTIAL CAPITAL
INVESTMENT



FOOD
PROCESSING
7



MANUFACTURING
6



FINANCIAL
SERVICES
4



DISTRIBUTION
4



SERVICE
CENTERS
2



AEROSPACE
1



ENTREPRENEURIAL & MINORITY BUSINESS DEVELOPMENT



Grow a Diverse Economy



Collaborate for a Strong Community

FASTTRAC NEW VENTURE



STUDENTS GRADUATED



ACTIVELY IN BUSINESS

Through Q4 of 2019

36

11

LIFE OF PROGRAM

749

182

FIRST OPPORTUNITY FUND

\$100,000

LOAN AWARDED



167

CLIENTS SERVED

ATTENDANCE AT SMALL BUSINESS EVENTS

1,128



2020 INCENTIVES

2020 Incentives	Micro Business (1-9 employees)	Second Stage Business (10-100 employees)
Employee Training	\$1,000	\$2,000
Equipment Purchase	Matching Incentive Up to \$7,500	Matching Incentive Up to \$15,000
Construction Renovations	Matching Incentive Up to \$7,500	Matching Incentive Up to \$15,000
Marketing	\$1,500	\$2,000
Architecture & Design	\$1,000	\$5,000

SMALL BUSINESS INCENTIVES



INCENTIVES ISSUED



INCENTIVES ISSUED



TOTAL ECONOMIC BENEFIT



ROI

Through Q4 OF 2019

\$301,406

109

\$477,918

59%

LIFE OF PROGRAM

\$1.12M

351

\$1,759,602

57%



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KANSAS PTAC

(PROCUREMENT TECHNICAL ASSISTANCE CENTER)

NEW!

NEW
CLIENTS

90

113%
of Goal



COUNSELING
HOURS

390

100%
of Goal



EVENTS HELD IN
SHAWNEE COUNTY

10

100%
of Goal

TOTAL CONTRACT AWARDS FOR KS PTAC SUBCENTER TOPEKA

(Service area covers 26 counties in NE KS)

\$ 16,446,030 = FEDERAL

\$ 590,724 = STATE & LOCAL

\$ 2,680,680 = SUBCONTRACTS

\$ 19,717,434 TOTAL AWARDS

SOCIOECONOMIC STATS ON FEDERAL CONTRACT AWARDS

SMALL DISADVANTAGED BUSINESS **33**

WOMAN OWNED SMALL BUSINESS **49**

HUBZone **14**

SERVICE DISABLED VETERAN OWNED SMALL BUSINESS **10**

SHAWNEE COUNTY WAS AWARDED



VALUE

\$6,283,829

RETURN ON INVESTMENT (ROI)

FOR EVERY \$1 JEDO INVESTS, PTAC GENERATES

\$282

(This will increase as small businesses win contracts. Last year it grew to a \$347:\$1 return.)



INNOVATION & ENTREPRENEURSHIP



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The Partnership's SVP of Innovation Katrin Bridges has been named to the BioKansas Board of Directors. From Kansas City to Hays, Manhattan to Wichita, and Atchison to Scott City, BioKansas represents the bioscience continuum from the university laboratories to the established human health, animal health, and plant science companies, and all the entrepreneurial ventures, start-ups and service providers in the heart of the continuum.

This accomplishment is an example of building key partnerships in the animal health and ag-tech sectors to create more economic opportunities in Topeka and across the region. "The appointment of Katrin Bridges to the BioKansas Board of Directors is a great example of connecting and re-energizing the tremendous bioscience resources here in our state and region," said Dr. Daniel Richardson, former board chair of BioKansas. "As a founding member representative of BioKansas and past board chair, it is gratifying to me to see Topeka engaged. Katrin brings experience, connectivity, enthusiasm and skills that will ensure Topeka is well represented."

"One of the most surprising and important professional events I have ever attended," is how one of the over 70 attendees at the November 18 Startup Topeka Summit: Building the Topeka Entrepreneurship Ecosystem described the event. When asked why, they responded, "I thought this was going to be just another networking event. It was so much more valuable."

This first Summit's theme was DISCOVERY; year two will be centered around DESIGN and year three will be focused on DELIVERY. Inspired by the Kauffman's International ESHIP Summit, local entrepreneurs, entrepreneur support organizations (ESO), policymakers, and stakeholders came together to one place, one focus, one action. Participants pinpointed successes and growth opportunities in our ecosystem. Ultimately, deciding on one action, based on their ecosystem role, they could commit to doing now that which would strengthen the community.

Conversations on the local environment were bookended with presentations and discussions with national thought leaders on global entrepreneurship ecosystem history and community best practices. Dell Gines, community development advisor for the Federal Reserve Bank of KC, spoke about economic development in inner cities and rural communities. He shared a mindset he believes essential to building strong local economies, supporting the development of diverse entrepreneurs, and creating opportunities in challenged segments of our communities.

Andy Stoll, senior program officer at the Kauffman Foundation, manages the implementation of the Foundation's ecosystem development strategy. Andy noted, "Entrepreneurship is a community sport. How a region rallies around its entrepreneurs today will dictate the success of its community and economy tomorrow." Serial entrepreneur and videographer, he shared stories of ecosystem building best practices, backed by Foundation research.





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Economy

712 INNOVATIONS

COWORK | INCUBATOR



WHEELHOUSE

I N C U B A T O R

Nine businesses completed the 12-week course in which they had the opportunity to work with a business mentor, collaborate with each other's businesses, and go through the curriculum of the internationally tested GrowthWheel program. During the event, the graduates shared their business and their story with the crowd and a little of the 30-60-90 day plan they crafted during the class to act on the business growth goal.

Congratulations, Wheelhouse Incubator Graduates:

2 Chefs Catering (Tricia & Ryan Peterson), Falk Architects (Bryan Falk), Fire Me Up Ceramics & Fine Arts Studio, LLC (Monette Mark), Infinite Holdings Group LLC (Emmanuel Herron), Kansas Spray Foam, Inc (Diana & Kevin Brauer), Noller & Associates Inc. DBA American Family (Brad Noller), O'Shea Strengths Coaching (Kristen O'Shea), Reden Construction & Property Management (Reden & Dina Jalosjos), Woman on the Move Enterprises LLC (Monique McDowell).

Thank you to The Wheelhouse Incubator Mentor Committee:

Chair, Tim Clothier (Washburn Tech), Tony Blancas, (Fidelity State Bank), Dr. Shekhar Challa (Kansas Medical Clinic), Scott Gales (Architect One), Karl Klein (WUSBDC), Rick LeJuernne (Washburn University), Scott Nickel (Washburn Tech Culinary Arts), Chris Perry (Capitol Federal Savings), Nick Xidis (Hazel Hill Chocolate), Angel Zimmerman (Zimmerman-Zimmerman, P.A.).

MONTHLY EVENTS

CoWork Wednesdays – Wednesdays, 9 a.m. – 5 p.m.

SCORE at 712 Innovations – Thursdays, 9 a.m. – 12 p.m.

1MC TOPEKA – 1st Wednesday, 9 – 10 a.m.

Topeka Social Media Club – 4th Wednesday, 12 – 1 p.m.

Wheelhouse Incubator – Cohort - September 2 - November 18

Quarterly Entrepreneur Meetup – December 5 - 5-7 p.m. @ Brew Bank





Develop
Homegrown
Talent

WORKFORCE & TALENT

2019 Q4 NUMBERS

TOTAL POPULATION*

123,927 in Topeka
174,799 in SNCO

Topeka down .2% from last year
SNCO down .1% from last year

2,849,329 in Kansas
260,015,000 in USA

LABOR FORCE PARTICIPATION

64,358 in Topeka
92,885 in SNCO

Topeka up **2.1%** from last year
SNCO up **2.2%** from last year

1,504,743 in Kansas
164,323,000 in USA

EMPLOYMENT

62,323 in Topeka
90,102 in SNCO

Topeka up **2.3%** from last year
SNCO up **2.3%** from last year

1,461,859 in Kansas
158,838,000 in USA

JOBS

86,438 in Topeka
102,483 in SNCO

Topeka up **.2%** from last year
SNCO up **.2%** from last year
1,514,885 in Kansas
160,099,269 in USA

AVERAGE WAGES

\$46,680 in Topeka
\$46,589 in SNCO

Topeka up **3.2%** from last year
SNCO up **3.2%** from last year
\$47,378 in Kansas
\$57,681 in USA

LABOR FORCE PARTICIPATION RATE

51.93% in Topeka
53.14% in SNCO

Topeka up **2.1%** from last year
SNCO up **2.2%** from last year
52.81% in Kansas
63.2% in USA

EMPLOYMENT-POPULATION RATIO

50.29% in Topeka
51.55% in SNCO

Topeka up **2.3%** from last year
SNCO up **2.3%** from last year
51.31% in Kansas
61.09% in USA

UNEMPLOYMENT RATE

3.2% in Topeka
3.0% in SNCO

Topeka down **5.9%** from last year
SNCO down **6.3%** from last year
2.8% in Kansas
3.3% in USA

*Total Civilian Non-institutionalized
Population

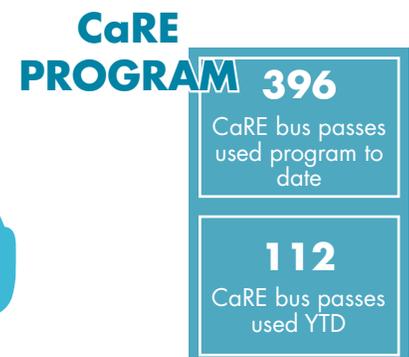


The 4th quarter for iINCLUDED provided exceptional programming to support businesses within their organizations and their diversity, equity and inclusion efforts. October's iINCLUDED meeting featured Kaitlyn Sester, Every's organizational development consultant. Kaitlyn spoke in depth about their program that ensures safety in the workplace related to gender violence and how employers can impact stopping domestic violence. Attendees also learned about "Corporate Engagement and the Mayor's Task Force on Domestic Violence."

Attendees of the November iINCLUDED meeting heard from Stephanie West-Potter, director of communications and outreach for the Disability Rights Center of Kansas. Stephanie shared her insights from her eight years of experience working in the disability community, providing direct services, legal advocacy and education. She has produced over 50 trainings and informational presentations on disability related issues such as employment, self advocacy and voting rights across the state of Kansas as well as nationally.



iINCLUDED's program meetings in 2020 will be bi-monthly and will begin on February 12, 2020. Meetings will still be held on the 2nd Wednesday of every other month, February, April, June, July, August, October and December. Meetings will be held at the Brown vs Board of Education National Historic Site. Please note, meetings will be over the lunch time, from 11:30am to 12:45pm.





UPCOMING EVENTS

FEBRUARY

- 5 Know Your City
- 7 Top City Student Teachers
- 11 METL
- 12 iINCLUDED Meeting
- 12 JEDO Quarterly Meeting
- 13 Downtown After Hours
- 17 Politically Speaking
- 18 Business Unwind
- 22 Chocolate After Dark

MARCH

- 1-7 Restaurant Week
- 3 Plug and Play Kick Off Event
- 9 Politically Speaking
- 11 Power Breakfast
- 14 St. Patrick's Day Parade
- 13-15 Everygy Plaza Opening
- 17 Business Unwind
- 26 EmpowHER

APRIL

- 2 Partnership Perk
- 16 State of the Community
- 18 Bridge 2 Bridge
- 21 Business Unwind
- 24 Pull for the Partnership

MAY

- 6 Momentum 2022
Annual Investors Briefing
- 7 Partnership Perk
- 7 Know Your City Training
- 12 Small Business Conference
- 14 Downtown After Hours
- 19 Business Unwind



2020 GO TOPEKA BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Dan Foltz	Chair
Robert Kenagy	Chair Elect
Kurt Kuta	Immediate Past Chair
Marsha Pope	Secretary
Scott Anderson	Treasurer
Treena Mason	Non-Officer Member
Martha Piland	Non-Officer Member
Stephen Wade	Non-Officer Member

ELECTED DIRECTORS (TERM EXPIRING 2022)

Scott Anderson
Steve Anderson
Robert Kenagy
Martha Piland
Marsha Pope
Marvin Spees
Renita Harris
Abbey Frye

ELECTED DIRECTORS (TERM EXPIRING 2020)

Doug Wolff
Andrea Engstrom
Megan Jones
Allen Moore
Dan Foltz
Stephen Wade
Daina Williams
Tammy Dishman

DIRECTORS APPOINTED AT-LARGE

Kurt Kuta
Madan Rattan
Shane Hillmer
Jeff Russell
Cassandra Taylor
Jacob Wamego
Diana Ramirez
Calla Haggard

ELECTED DIRECTORS (TERM EXPIRING 2021)

Don Beatty
Linda Briden
Wade Jueneman
Jim Klausman
Treena Mason
Terry Basham
Shane Sommars
Kevin Hahn

DIRECTORS BY VIRTUE OF POSITION HELD

Mayor Michelle De La Isla
County Commissioner Aaron Mays
Council Member
Eric Johnson, MTAA
Brent Trout, City Manager
Dr. Jerry Farley, Washburn University
Delmar White
Matt Pivarnik





A Greater Topeka Partnership Organization



Prepared for JEDO
Joint Economic Development Organization