

FIRST  
QUARTER  
REPORT  
2020







**GO TOPEKA**

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GOTopeka.com

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

**LEFT AND BELOW PHOTO:**

**Left:** A young entrepreneur attends the Plug and Play Innovation Summit on March 3, 2020 at Security benefit and interacts with local and regional AgTech and animal health fields.

**Below:** Saeed Amidi, founder and CEO of Plug and Play, kicked off our Plug and Play Innovation Summit where 200 leaders in the animal health and AgTech field talk about the future of the industry.



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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%**

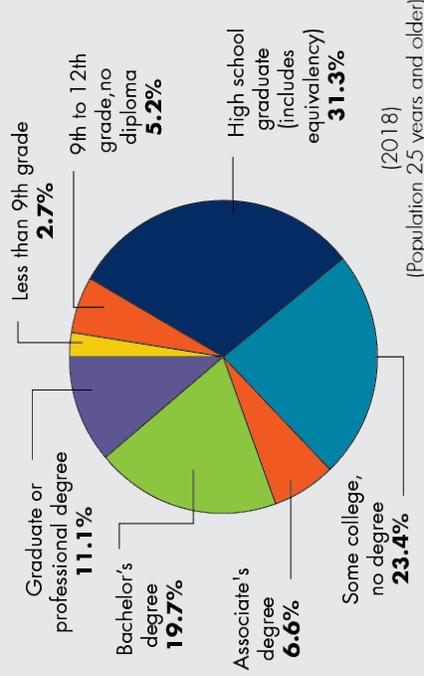
SHAWNEE COUNTY  
**88.3%**

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)



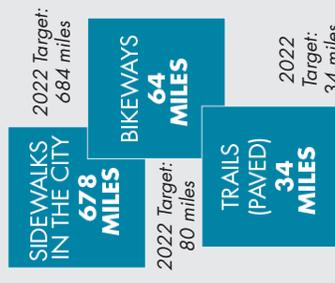
## CREATE VIBRANT & ATTRACTIVE PLACES

### LIVABILITY

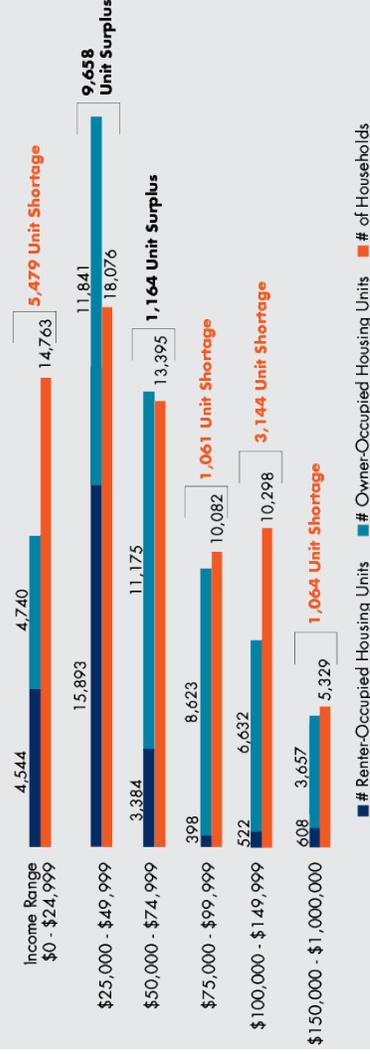
This score rates the overall livability of Shawnee County on a scale from 0 to 100. It is based on the average score of seven livability categories—housing, neighborhood, transportation, environment, health, engagement, and opportunity—which also range from 0 to 100.



### PEDESTRIAN FRIENDLINESS (2019)



### AFFORDABLE HOUSING (2018)



### ATTENDANCE AT ATTRACTIONS (2018)

**716,779** PEOPLE

Total attendance of the following Shawnee County Attractions:  
Tapoka Zoo, KS Children's Discovery Center, TPAC, Old Prairie Town, KS State Capitol, ICT, 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

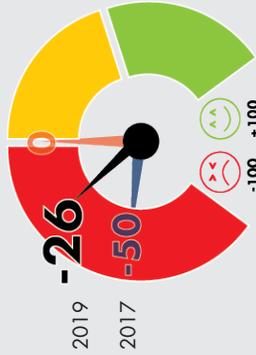
\*The analysis does not account for age or quality of housing units, and there is the possibility that upper income households are likely outcompeting lower income households for the same housing units.

2022 Target: 750,000 people

# PROMOTE A POSITIVE IMAGE

## NET PROMOTER SCORE (NPS)

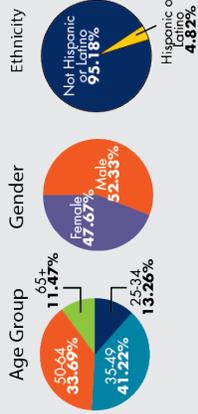
An index ranging from -100 to 100 that measures the willingness of customers to recommend a product or experience to others.



2022 Target: 0 NPS

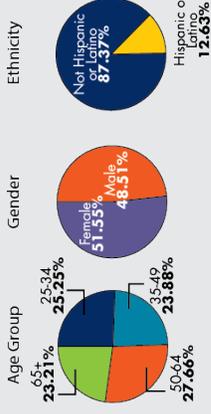
# COLLABORATE FOR STRONG COMMUNITY

## NON-PROFIT BOARD DIVERSITY (2018) (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.

## CURRENT SHAWNEE COUNTY DEMOGRAPHICS



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

**3.1** POOR PHYSICAL HEALTH DAYS  
**3.5** POOR MENTAL HEALTH DAYS

2022 Target: 2.7 Physical | 3.2 Mental

## INFANT MORTALITY RATE (2019)

**7.0** WITHIN 1 YEAR, PER 1,000 LIVE BIRTHS

# GROW A DIVERSE ECONOMY

## SHARE OF EMPLOYMENT AT NEW BUSINESSES

**7,285** OR **9.30%** PEOPLE WORK AT A NEW BUSINESS

(New business is any that has been open less than five years)(2017 Q4) (8)

2022 Target: 7,093 people

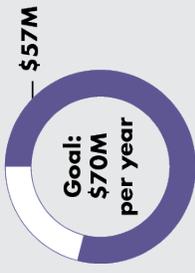
## ANNUAL MEDIAN WAGE IN TOPEKA

**\$37,620**

(2019 MSA) (6)

2022 Target: \$39,000

## PRIVATE CAPITAL INVESTMENT (2019) (7)



Capital investment is the amount of money new or current businesses spend to create, expand or improve facilities. For this report, capital investment is captured by GO Topeka during regular communications with companies or when companies work with GO Topeka to receive an incentive for an investment. The numbers are self-reported and exclude the cost of maintenance. GO Topeka makes every attempt to gather this info for all companies in Shawnee County, however some will not be captured due to lack of awareness of the investment.

2022 Target: \$350M

## TOTAL PRIVATE JOBS

**74,858**

(July 2019)

(Private = Non-Government Jobs) (5)

2022 Target: 79,000 jobs

# GLOBAL METRICS

## GDP OF DOLLARS (10)

**\$11.322 BILLION** IN 2018

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.

**\$10.655 BILLION** IN 2017

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

## NUMBER OF PEOPLE WORKING, BUT NOT LIVING IN SHAWNEE COUNTY (2017) (8)

**39,185** OR **39%**

2022 Target: 33%

## PER CAPITA INCOME IN SHAWNEE COUNTY (2018) (10)

**\$46,861**

2022 Target: \$50,000

## STUDENTS ELIGIBLE FOR FREE OR REDUCED LUNCHES

**51.9%**

2022 Target: 48%

## POVERTY RATE IN SHAWNEE COUNTY (2018) (11)

**13.9%** TOTAL POVERTY RATE

**17.5%** CHILD POVERTY RATE

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



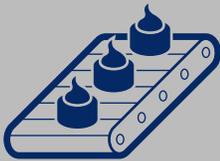
# BUSINESS ATTRACTION



Grow a  
Diverse  
Economy

Project Choose and Project URBN have continued to show a strong interest in growing and expanding their organizations in Topeka and Shawnee County. In 2020 alone these companies have made five different site visits to our community, each with a unique purpose to help drive their decision towards a new location. Meetings could consist of the following; in person tours of potential sites for development, discussions with state, city, and county officials to understand the general business climate in the area, meetings with industry peers in the community, discussions with Washburn Tech and other educational resources to discuss future workforce, and many more pending the scope of the project.

## 18 PROJECTS YEAR TO DATE



BIO TECH

2



MANUFACTURING

9



DISTRIBUTION

6



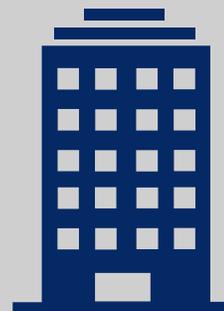
SERVICE  
CENTERS

1

## 30 PROJECTS IN THE PIPELINE



2,150  
POTENTIAL JOBS



YEAR TO DATE  
SITE VISITS

5





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Economy

# RETENTION & EXPANSION

## 3 PROJECTS TO DATE



**275**  
NEW JOBS



**\$42.2**  
CAPITAL  
INVESTMENT

### PROJECT PRINCE

**\$31.4M**  
Capital Investment

**33**  
New Jobs

**\$56,000**  
Average Wage

**\$495M**  
Economic Impact

**504%**  
ROI

### PROJECT BOND

**\$5M**  
Capital Investment

**75**  
New Jobs

**\$45,000**  
Average Wage

**\$208M**  
Economic Impact

**92%**  
ROI

### PROJECT SPARK

**\$6M**  
Capital Investment

**167**  
New Jobs

**\$40,000**  
Average Wage

**\$400M**  
Economic Impact

**68%**  
ROI

All economic impact numbers are based on a 10 year calculation. All proposed incentives are performance-based, to be paid out as earned and details of the agreement will be outlined via a formal contract with the company and presented to JEDO for approval at a later meeting.



# WOMEN & MINORITY BUSINESS DEVELOPMENT



Grow a Diverse Economy



Collaborate for a Strong Community

## FASTTRAC NEW VENTURE



STUDENTS GRADUATED

Through Q1 of 2020

7

LIFE OF PROGRAM

756

## THA PROJECT



TRAINING

DESIGN

DELAY IN OPENING SITE

## FIRST OPPORTUNITY FUND

**\$90,000**

2 LOANS AWARDED  
3 APPLICATIONS



3

## SMALL BUSINESS EXPANSIONS

THE MILESTONE

NORSEMEN

HAPPY BASSET

## SMALL BUSINESS INCENTIVES



INCENTIVES ISSUED, AMOUNT



INCENTIVES ISSUED, #

Through Q1 OF 2020

**\$109,729**

**39**

LIFE OF PROGRAM

**\$1.22M**

**390**

8

NEW BUSINESS

18

EXISTING BUSINESS

Some companies may have been awarded more than one incentive.

## INCENTIVE TYPES



CONSTRUCTION

7



TRAINING

2



MARKETING

18



EQUIPMENT

12

## JOBS IMPACTED

29

FULL TIME

40

PART-TIME

69

TOTAL





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Economy

# KANSAS PTAC

(PROCUREMENT TECHNICAL ASSISTANCE CENTER)



NEW  
CLIENTS  
**18**



COUNSELING  
HOURS  
**112**



FEDERAL  
CONTRACT  
AWARDS  
**10**

This Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency. It is funded additionally by Wichita State University, Pittsburg State University, GO Topeka, and Johnson County Community College. As a federally supported program it runs on a unique Fiscal Year starting Feb 1. The information captured on this report covers 1 FEB to 31 MAR.

## TOTAL CONTRACT AWARDS FOR KS PTAC SUB-CENTER TOPEKA

*(Service area covers 26 counties in NE KS)*

**\$ 324,992** = FEDERAL  
**\$ 0** = STATE & LOCAL  
**\$ 0** = SUBCONTRACTS

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**\$ 324,992 TOTAL AWARDS**

KS PTAC attended the APTAC Conference in Chicago from March 7-12. It was there that we started hearing rumblings of Covid-19 and what was coming for our small business owners. Since then, KS PTAC has positioned to guiding clients as they navigate these unprecedented times. Allowing our clients to maintain contract continuity or address issues where a stop work order or remote work has been issued. Our Topeka Sub-center has participated in numerous calls in support of small businesses including calls hosted by the White House. The information gained has been shared with the community at large and can be found at [supporttopeka.com](http://supporttopeka.com).

## RETURN ON INVESTMENT (ROI)

FOR EVERY \$1 JEDO INVESTS, TOPEKA PTAC SUB-CENTERS GENERATES



**\$3.87**

*(This will increase as small businesses win contracts. Last year it grew to a \$282:\$1 return.)*

JEDO was requested to invest \$66,689 in the KS PTAC program this year, a reduction by 4.73% from the previous year due to the program match commitment set by the Defense Logistics Agency (DLA). This is the number that is used to base the ROI number on.



# INNOVATION & ENTREPRENEURSHIP



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Economy

The Covid-19 threat has created dire circumstances for many businesses, startups, corporations, non-profits, entrepreneurs and innovators. As serious and sometimes tragic as the implications are, the necessity to pivot, to survive and to thrive under completely new conditions is often the catalyst for never-seen-before innovation. It is a rallying cry to come together and create REAL solutions for REAL life-and-death situations – quickly and cheaply. Never in our lifetime have we had a pandemic with global reach as we have today, but never have we had the opportunities that come with the digitization of our economy that we have experienced over the last decade. At the Partnership, we are not skipping a beat. We are meeting virtually, raising coffee cups to put a smile on the faces of our team members, connecting to resources in Topeka, the region, the country and the world with a click of a button or with dialing a number. Right here. Right now.

Every day, we speak with entrepreneurs who create new ways to make our lives better, safer and sometimes more fun. From the local company retooling their manufacturing process to making hand sanitizer to our partner in Manhattan prototyping shield masks that are being tested at a local health system as you read this message, Kansas entrepreneurs shine with their ingenuity. We have fostered a vibrant community of entrepreneurs and innovators that are coming together now to help each other.

And, with the work we have accomplished over the last year we have positioned Topeka to be that hub and connector for the region that we set out to be. We are working closely with our friends at Plug and Play as they are launching their COVID-19 accelerator program in Silicon Valley, joining organizations that respond on a global scale with products and services that help minimize the number of victims. Topeka can play its part in finding a solution as part of this global community.

As we are building our animal health/ag tech accelerator program here in Topeka, the spotlight that shines on the nation's food supply chain and food safety right at this moment cannot be underestimated. On March 3, Topeka co-hosted Plug and Play's kick-off event "The Future of Animal Health & Ag Tech". Nearly 150 industry leaders, startups, venture capital funds and universities were in attendance. Special guest Saeed Amidi, CEO and Founder of Plug and Play, expressed his excitement about the newest location: "It's incredible to be here... We cannot do this alone, we need to have the universities involved, we need to have the corporates involved. We need to have angel investors... I really think we can help over 100 startups per year here and then connect them to Silicon Valley for additional funding and help them grow." Watch the recording of the entire event at <https://tinyurl.com/umkhvj>. Topeka looks forward to launching the animal health/ag tech accelerator program powered by Plug and Play later this year.





Grow a  
Diverse  
Economy

# 712 INNOVATIONS

## COWORK | INCUBATOR

### WHEELHOUSE INCUBATOR

On March 9, seven scalable-business owners began the twelve-week Wheelhouse Incubator program to strengthen their business growth goals and contribute to Topeka/Shawnee County's economic development. The Spring 2020 Wheelhouse Cohort includes: Curb Appeal Power Wash LLC - Jake Taylor, Dirty Girl Adventures LLC - Denise Koch and Jennifer Woerner, Morning Light Kombucha – Melinda Williamson, Customized Authentic Necessities LLC – Cheryl Newton, Paper June LLC – Angie Grau, Unique Solutions Services - Jason Garland, Kitchen, and Bath Solutions Inc, Randy Harris.

Wheelhouse Incubator Cohort Sessions on learning business-centric objectives, e.g., leadership, sales, business plan, marketing support founders in making decisions, and taking action on growth goals. The real secret sauce is the one-on-one mentorship provided by our Topeka Mentors. A massive thanks go to this cohort's mentors: Tim Clothier, Kristen O'Shea, Chris Perry, Alicia VanWalleghem, Angel Zimmerman.

### 1 MILLION CUPS TOPEKA

The event which features presentations by entrepreneurs telling the story of their business transitioned from a once a month event to weekly on February 5th. A Kauffman Foundation program lead by a volunteer Topeka Team is free and open to the public every Wednesday, 9-10 a.m.

The 2019 organizing team would also like to thank the sponsors, PT's Coffee and CoreFirst Bank & Trust, for their generous support of the program.

### KANSAS ENTREPRENEURSHIP CHALLENGE

712 Innovations and Shawnee Startups joined together to provide Shawnee County students grades 7-12 an opportunity to learn more about entrepreneurship by competing in the First Shawnee County Youth Entrepreneurship Challenge.

They are pleased to announce the first Shawnee County YEC qualifying winners.

First Place (\$1,500 Prize)

Austin Stahl – Free State UAS, A service-based business utilizing new cutting-edge technologies to complete everyday tasks more efficiently and safely.

Second Place (\$1,000 Prize)

Calista and Brighton Covell – B & C Snow Removal, A residential snow removal business.

The Shawnee County winner is entitled to move on to the Kansas Entrepreneurship Challenge, and from there, winners go to the national competition in Washington, DC. At the current time, the state event held at Kansas State University has been canceled due to COVID-19, and the rescheduled date has not been announced.



Develop  
Homegrown  
Talent

# WORKFORCE & TALENT

## 2020 Q1 NUMBERS

### TOTAL POPULATION\*

**123,927** in Topeka  
**174,799** in SNCO

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**2,233,436** in Kansas  
**259,629,000** in USA

### LABOR FORCE PARTICIPATION

**62,821** in Topeka  
**90,742** in SNCO

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

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**1,499,371** in Kansas  
**163,423,000** in USA

### EMPLOYMENT

**60,414** in Topeka  
**87,477** in SNCO

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**1,449,467** in Kansas  
**158,838,000** in USA

### JOBS

**83,246** in Topeka  
**97,726** in SNCO

Topeka up **.3%** from last year  
SNCO up **.1%** from last year  
**1,419,334** in Kansas  
**150,024,964** in USA

### AVERAGE WAGES

**\$46,141** in Topeka  
**\$46,080** in SNCO

Topeka down **.1%** from last year  
SNCO down **.1%** from last year  
**\$47,943** in Kansas  
**\$58,878** in USA

### LABOR FORCE PARTICIPATION RATE

**50.69%** in Topeka  
**51.91%** in SNCO

**67.13%** in Kansas  
**62.94%** in USA

### EMPLOYMENT-POPULATION RATIO

**48.75%** in Topeka  
**50.04%** in SNCO

**64.90%** in Kansas  
**60.37%** in USA

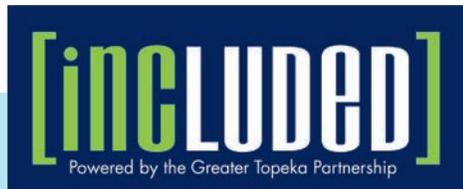
### UNEMPLOYMENT RATE

**3.8%** in Topeka  
**3.6%** in SNCO

**3.3%** in Kansas  
**4.1%** in USA

\*Total Civilian Non-institutionalized  
Population





iINCLUDED met during the first quarter of 2020 in February and heard from Rebecca Cornett, Career Readiness Counselor, with the Army National Guard's Citizen Soldier For Life program, and Jody Cope, Kansas National Guard State Equal Employment Manager. The two shared their insights and experiences from military service as it relates to employing veterans and currently serving National Guard members. The presentation highlighted best practices for employers, skills, credentials, experiences and professional values serving members and veterans bring to the civilian workplace.

At this time, plans are to host the next iINCLUDED Meeting on June 10 at the Brown vs Board of Education National Historic Site, where we'll hear from Cain Davis, CEO of Diversified Consulting Concepts, as he shares The Business Case for Workplace Diversity - Our workplaces mirror the dynamics we live outside of our areas of employment. Our society is continuously changing, staying abreast of these changes and how they affect the workplace can be costly if ignored by managers and executives. Therefore, valuing and managing diversity in the workplace is an asset that is often the difference when it comes to attracting and maintaining innovative, creative, productive and engaged employees. Learn basic, but extremely valuable workplace best practices designed to leverage diversity and increase profit.

# WASHBURN TECH JEDO SCHOLARSHIPS

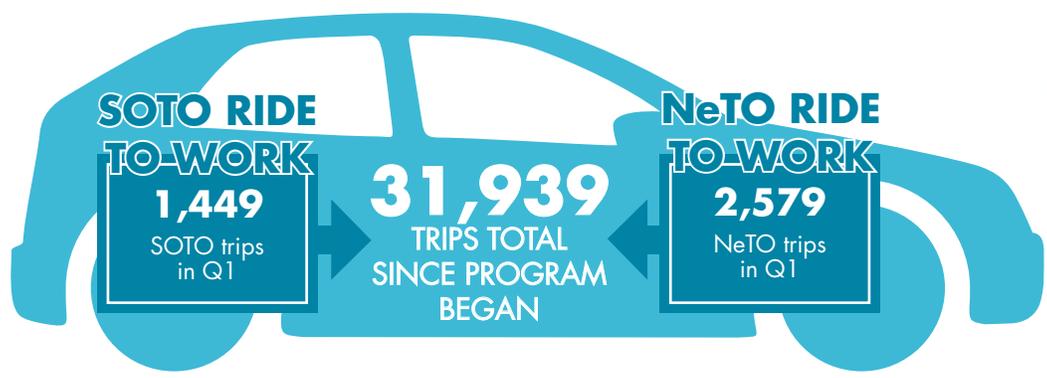
SPRING SEMESTER, 2020



**52**  
Students  
Assisted



**\$28,250**  
Awarded



**CaRE PROGRAM** **413**  
CaRE bus passes used program to date

**17**  
CaRE bus passes used YTD





# CHOOSE TOPEKA RELOCATION INCENTIVE

Choose Topeka has taken the world by storm with coverage by CNN, the New York Times, TIME, Forbes, NPR, etc, and globally translated articles. Over 3,000 submissions with resumes or questions along with over 1,000 phone calls have been received. Incentives are performance-based to the employer and reimbursed to the employer after the employee has moved and resided in the community for a year in a primary residence. They may be used for all types of relocation expenses. Multiple employers have initiated the process to submit candidates, via emails and calls, and candidate submissions were accepted beginning in January 2020. The original press release along with other content may be found at [www.choosetopeka.com/press/](http://www.choosetopeka.com/press/).

**3,300+**  
Submissions

**1,500+**  
Calls

**14**  
Candidates Submitted

**\$77,500**  
in Matching JEDO funds

## Choose Topeka Gains Worldwide Attention

In December 2019, GO Topeka received approval from its board of directors as well as the Joint Economic Development Organization (JEDO) to fund Choose Topeka, a talent recruitment and retention pilot program that offers matching incentives by partnering with employers to encourage talent to move to Topeka & Shawnee County. ChooseTopeka.com launched to provide quick answers about the program, allow interested candidates to submit resumes and provide an application page for employers to submit candidates for consideration in the pilot. Questions can also be emailed to [ChooseTopeka@GoTopeka.com](mailto:ChooseTopeka@GoTopeka.com).

# 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 Bassham  
Shane Sommars  
Kevin Hahn

## DIRECTORS BY VIRTUE OF POSITION HELD

Mayor Michelle De La Isla  
County Commissioner Aaron Mays  
Council Member Mike Padilla  
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