

PRESENTING SPONSOR



2019

ANNUAL REPORT



ACCELERATING CHANGE

A Letter from Matt Pivarnik

In 2019 we saw the groundwork being laid for momentous growth for Topeka & Shawnee County. This year the Partnership made painstaking efforts to accelerate economic development and raise the quality of life in the community. But what does this amount to exactly? One could chalk it up to new businesses, new jobs, new entertainment options, new opportunities for all looking to work, live and play in Topeka. While it's true all those items came about through the concerted efforts of our various initiatives, I believe all the successes of 2019 amounted to a major shift in how the world sees Topeka and how its community sees itself.

In 2019, we realized what was possible for Topeka. We began to lift the veil of pragmatism and negativity. We watched many of the seeds of yesteryear begin to sprout.

Where do I even begin?

The Capital City was selected as the location of global innovation platform Plug and Play's animal health/ ag tech startup accelerator, an extremely unique opportunity that will afford us the chance to draw more startups to the community. Topeka was also selected by Walmart to be the location of its next distribution center, resulting in an estimated economic impact of \$635M.

Advisors Excel, one of Topeka's largest employers, with the aid incentives from GO Topeka and JEDO, began its expansion of their facilities in Gage Center, a project with an expected total economic impact of \$662M to the community.

Topeka's vibrant downtown continues blossom with new businesses and buzz with exciting events taking place regularly. A long sought-after goal was realized when the City Council approved the Dynamic Core Tax Increment Financial (TIF) District, an initiative that will significantly help develop Topeka's Dynamic Core. Other noteworthy news includes the substantial progress of construction of the Evergy Plaza; look forward to paying a visit this spring!

Topeka & Shawnee County's increase in popularity, internally and externally, was made evident by the rise in Topeka's Net Promoter Score (NPS) by 43%, or 21 points, just in the last two years and the Capital City's presence on the top five list of Realtor.com's "Hottest Real Estate Markets."

Topeka landed game-changing events such as country music festival Heartland Stampede, previously Country Stampede, and the National African American Travel Conference.

Choose Topeka, a talent initiative created by GO Topeka and JEDO, picked up global media attention and a notable mention on Late Night with Colbert. It also resulted in over 2,000 submissions of resumes or questions along with hundreds of phone calls paid to Partnership staff; they'll be the first to tell you that there are, in fact, many talented people who would like to call Topeka home.

But these examples only scratch the surface of all the progress made in 2019.

Read on and I'm sure we'll surprise you.

A large, stylized illustration of a hand holding a bow and arrow, positioned on the right side of the page. The hand is rendered in a light, glowing blue color, and the bow and arrow are also in a similar hue. The background of the entire page is a dark, atmospheric photograph of a cityscape at dusk or dawn, with a cloudy sky and a horizon line. The city lights are visible in the lower portion of the image, and the overall color palette is dominated by blues, greys, and oranges from the sunset/sunrise.

Matt Pivarnik



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WITHOUT THEM NONE OF THIS WOULD BE POSSIBLE.

A special thank you to the
2019 Partnership boards –
***TopekaPartnership.com/
the-gtp/gtp-boards/***

And to Partnership staff -
***TopekaPartnership.com/
the-gtp/the-gtp-team/***

INNOVATION & ENTREPRENEURSHIP

As Momentum 2022 shapes Topeka's future in its pursuit to create new economic opportunity, it has become clear that there is a shift happening in our community. Traditional economic development based on attracting and retaining large employers needs to be supplemented by a new focus on entrepreneurship, small business and innovation. Entrepreneurship is responsible for most net new jobs in the United States, which means that building a high-performance entrepreneurial ecosystem that supports our founders, innovators and small business owners is not optional. Entrepreneurs who launch new businesses are the driving force behind a vibrant society as they create new jobs, renew the economy and expand human welfare.

In addition, Topeka is uniquely positioned to capture opportunities in the existing concentration of expertise in the animal health and ag tech sectors. The Animal Health Corridor, stretching from Columbia, MO to Manhattan, KS, generates 56% of global animal health, diagnostics and pet food sales. Key organizations with large regional impact in these sectors include the National Bio-Agro Defense Facility in Manhattan (the "CDC for animal research"), which will open its doors in early 2021 and attract over 350 world class researchers. In addition, USDA has an extensive presence in Manhattan and recently announced it is moving two additional research arms to Kansas City.

With this in mind, the Partnership's Innovation & Entrepreneurship group developed a strategic plan focused on empowering the entrepreneur, providing the infrastructure for innovation to flourish and attracting world-class programming that creates links between many stakeholders in the community.

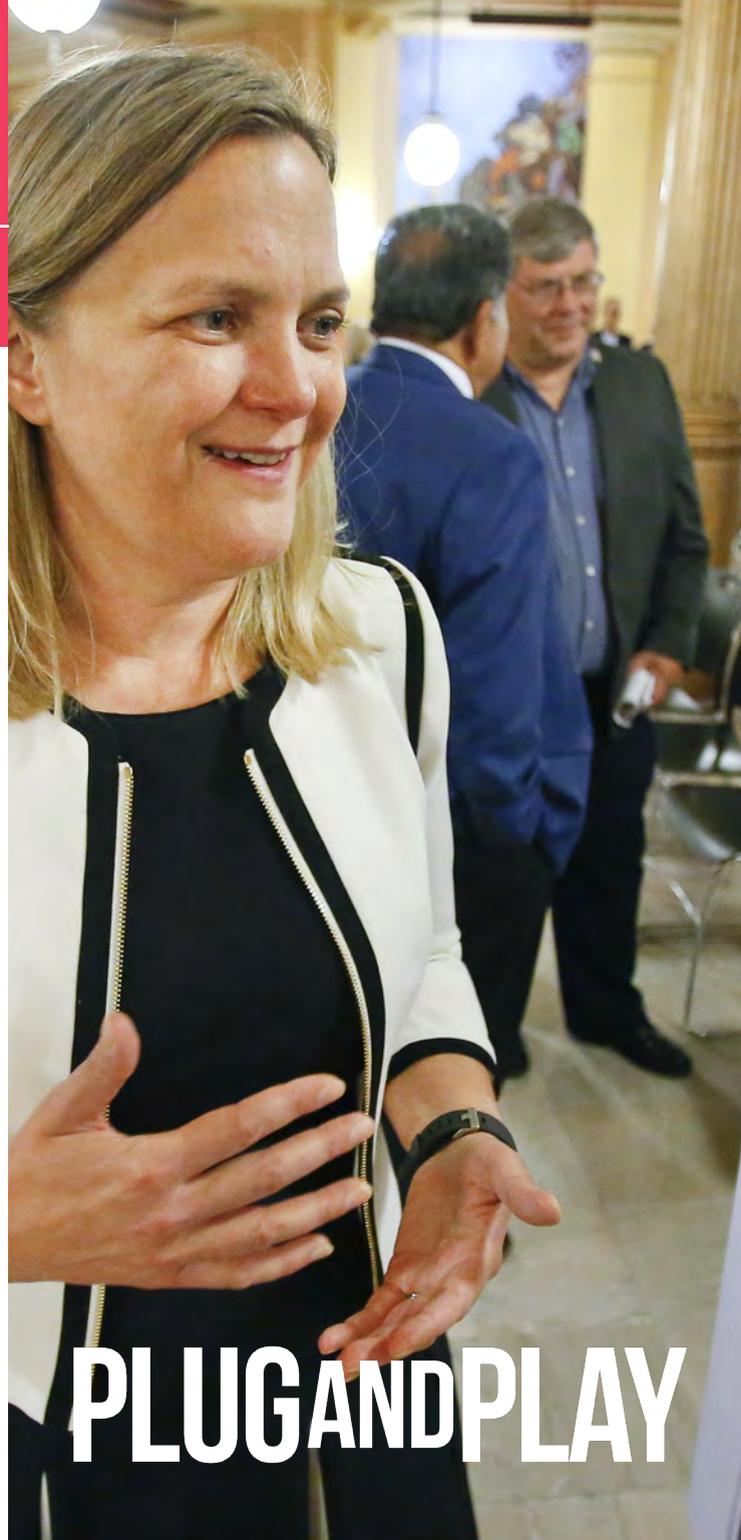
PLUG AND PLAY PARTNERSHIP BRINGS OPPORTUNITY TO TOPEKA

2019 saw the announcement of Topeka's partnership with Plug and Play, the world's leading innovation platform and the most active venture capital fund in Silicon Valley. A feasibility analysis was conducted which determined that Topeka was the ideal location for an animal health/ag tech accelerator powered by Plug and Play with reach into the entire Animal Health Corridor. The announcement was covered by news media across the region and created excitement both in the corporate community as well as the regional ecosystem.

Our objective is now to translate this game changing opportunity into economic impact for Topeka & Shawnee County by:

1. Encouraging local corporate partners to take full advantage of Plug and Play's innovation platform. Plug and Play corporate members enjoy direct access to startups with relevant product/services and have the opportunity to influence the strategic direction of the Topeka accelerator program.

2. Welcoming the first cohort of startups in early 2020. After a competitive selection process, 8-10 selected startups will be provided office space, matched up with mentors and introduced to service providers and other resources across the region over a period of three months. The focus is on the startups' success and on showing that Topeka is the right place for their business to thrive.
3. Developing and implementing a retention plan. 15-20 startups will be participating in the accelerator per year. The retention task force and the Momentum 2022 Entrepreneurship and Innovation workgroup are focused on finding ways to entice these startups to choose Topeka/Shawnee County to be their home. Embedding founders and their families in our community by making intentional introductions, creating talent pipelines and incentive packages are some of the ideas under consideration.
4. Expanding Topeka's regional reach. The animal health/ag tech accelerator program is intended to plant a lightning rod in Topeka. Creating and fostering relationships with ecosystems in Kansas City, Lawrence, Manhattan, Wichita, etc., is critical to the success of the entire program. The goal is to establish Topeka as a hub of innovation by creating wins for critical partners in the Animal Health Corridor.



PLUG AND PLAY

LOOKING AHEAD

PROVIDING PHYSICAL INFRASTRUCTURE FOR INNOVATION

With our vision of Topeka developing into a true hub of innovation, we need to create space where startups and other innovative organizations can flourish and grow. Our strategy provides for two locations - a downtown innovation center and an innovation campus with wet lab and office space.

DOWNTOWN INNOVATION/ INCUBATOR CENTER

The downtown innovation center will not only house the Topeka animal health/ag tech accelerator program powered by Plug and Play. It will also be the home for local entrepreneurs, service providers, the Washburn SBDC, GO Topeka's MWBD program, PTAC and offices of other regional stakeholders such as industry associations, universities, etc. Providing a next generation workspace with desks, offices, team spaces, and meeting rooms for entrepreneurs, startups, and growth-stage companies of all sizes, it will serve as a place where businesses share resources and grow together.

INNOVATION CAMPUS

The innovation campus will be a center for exploration, research, discovery and science. It complements the downtown incubator by providing a combination of much needed wet lab space, research facilities, office and collaboration space. 2020 will see the full development of a concept that will start with a single structure but has room for expansion in several phases. The vision also includes a strong educational component as we develop a culture of innovation that starts at a young age and

continues through lifelong learning. This concept will strengthen our talent pipelines and open up career opportunities for future generations of Topekans.

BUILDING AN ECOSYSTEM

This 2019 report would not be complete without recognizing the hard work and dedication of so many driven volunteers that have brought our ecosystem to life. The Momentum 2022 Innovation & Entrepreneurship Workgroup supported by 712 Innovations saw a greatly increased number of community volunteers ready to make a difference. Organized in five committees, they had an impact in the following focus areas. The Mentorship Committee recruited, trained and supported a growing network of mentors ready to work with local entrepreneurs. This year's greatest accomplishment has been the graduation of nine businesses from the Wheelhouse Incubator program led by our mentors. The Communications Committee has been working to capture entrepreneur stories for the marketing team to use for Partnership publications. The Entrepreneurship Community Building Committee's mission is to cultivate and connect resources needed by the entrepreneurial community. The Committee is in the process of creating a roadmap that will help entrepreneurs find the right resource at the right time so they can focus on growing their business. The Startup Topeka Committee has been vital in making the inaugural StartUp Topeka: Building Topeka's Entrepreneurial Ecosystem summit a great success. Finally, the Smart City Committee is exploring ways to infuse innovation into and around Every Plaza. The ideas generated will then be further explored for implementation in other parts of Topeka & Shawnee County.



2019 MILESTONES INCLUDE

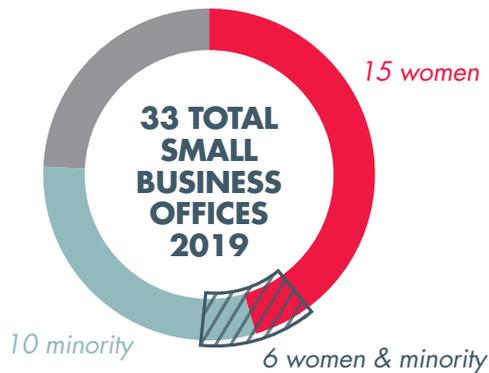
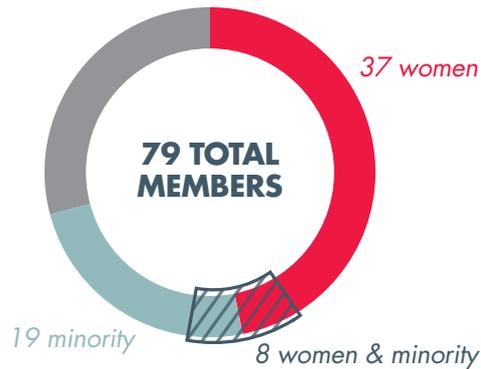
- *Startup Weekend* during which 32 attendees developed a business idea in 48 straight hours
- *Girls Business Bootcamp*, in which 10 girls (grade 6-9) met with 10 women business owners, developed business ideas, used the business canvas model to map out their strategy to startup
- *Wheelhouse Incubator*: a cohort of nine businesses successfully graduated from a 12-week program
- *Startup Topeka Summit*: Building the Topeka Entrepreneurship Ecosystem brought together 75+ local entrepreneurs, entrepreneur support organizations, policymakers and stakeholders to uncover best practices used in our community and to identify tools and resources that still need to be developed. Dell Gines, Kansas City Federal Reserve, and Andy Stoll, Kauffman Foundation, served as speakers at the event and discussed two key takeaways: entrepreneurship should be a priority, and a system that supports entrepreneurs can only be achieved through community.



712 INNOVATIONS

2019 IMPACT REPORT | 712 INNOVATIONS BY THE NUMBERS

MEMBERS/JOBS



17 TOTAL JOBS CREATED by member companies



MEMBERSHIP LEVELS



BUSINESSES REPRESENTED

MARKETING

writing, social media and blogs

TECHNOLOGY

programmer, security loss management

CREATIVE

photography, graphic designer, chef, event planner, ceramicist and inventor

PROFESSION

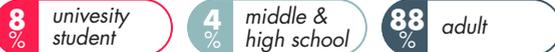
architect, engineering, construction, insurance, small business services, property management, life coach, psychologist and life-style sales

USAGE/ACCESS

HOURS OPEN

24/7 for 365 days or 8,760 hours

72 TOTAL TOURS OF SPACE



TOUR - MEMBER conversion rate



MILESTONES

- *February 2019: Startup Weekend*
- *June & July 2019: Girls Business Bootcamp (grades 6-9) met with women business owners, developed business ideas and used business canvas model to map out their strategy to startup*
- *November 2019: Wheelhouse Incubator Graduation: a cohort of nine businesses/12 participants*
- *November 18, 2019: First Startup Topeka Summit: Building the Topeka Entrepreneurship Ecosystem. 70+ in attendance*

PROGRAMMING/CLASSES

WEDNESDAY LUNCH N LEARNS

52 events, 410+ attendees

1 MILLION CUPS

Entrepreneur Presenters: 24,
Attendance: 250 impressions

QUARTERLY ENTREPRENEUR MEETUPS

4 events, 35+ attendees

GIRLS BUSINESS BOOTCAMP

2 events, 10 sessions, 10 girls,
10 women business owners

STARTUP WEEKEND

1 event, 48 straight hours, 32 attendees

WHEELHOUSE INCUBATOR

First Cohort Graduated, 9 businesses,
12 owners, 8 mentors, 7 presenters

CLASSES OR WORKSHOPS

(in addition to EMBD, PTAC, SBC, SCORE, TSCPL, WSBDC, WU)
in software, business skills, marketing, pitching,
innovation, public speaking: 58

HOURS OF TRAINING

99+

2019 NEW BUSINESS ATTRACTION

TOPEKA SELECTED AS LOCATION FOR WALMART DISTRIBUTION CENTER

After courting “Project Lightning” since the summer of 2018, GO Topeka was pleased to announce that Topeka had been chosen by Walmart as the site of its next distribution center. Final approval of the project came from the December JEDO 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. This new development will result in a capital investment of \$200M and create 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.”

GO Topeka is thrilled that Topeka has captured the attention of the world’s largest retailer. Partnership and GO staff are proud to have had the opportunity to work with Walmart’s exceptional team to have make this project a reality and are excited about the many prospects it affords the Topeka & Shawnee County community.

HOWEY TO SERVE ON INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL BOARD/COMMITTEE

GO Topeka SVP of Economic Development Molly Howey has accepted a position on the Board of Directors of the International Economic Development Council (IEDC) and the position of Planning Business Development Committee Vice Chair.

Howey looks forward to contributing to IEDC’s mission

to “provide leadership and excellence in economic development for [their] communities, members, partnerships.”

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. GO Topeka is a certified Accredited Economic Development Organization (AEDO) through the IEDC.

GO TOPEKA BOARD

In 2019, GO Topeka’s Board of Directors held a series of retreats and adopted a new mission, vision and strategic plan.

Mission:

GO Topeka creates county-wide economic success for all companies and citizens through implementation of an aggressive economic development strategy that capitalizes on the unique strengths of the community.

Vision:

Topeka and Shawnee County is known in Kansas and the greater region for being a leader at creating opportunities that result in economic success for all.

BUSINESS RETENTION & EXPANSION

2019 BUSINESS RETENTION & EXPANSION

GO Topeka serves as a liaison and primary resource for our existing businesses and talent development partnerships through our Business Retention & Expansion (BRE) program. We share communications and meet with local businesses so we can ensure we are serving the needs of our major employers as well as meeting the needs and perhaps future plans for local organizations in our community.

GO Topeka also provides training for key staff across the Greater Topeka Partnership for team members with regular client facing visits. Team members are provided insight into the key areas of support that GO Topeka can provide and the top BRE questions that help support businesses in our community. The BRE 101 Session (Business Retention & Expansion 101) is a critical component in our efforts to support our meetings with local businesses and support GO Topeka in economic development as we better serve our community.





HILL'S PET NUTRITION INVESTS IN PET NUTRITION CENTER

Hill's Pet Nutrition announced plans to make a capital investment of \$20 million to expand its research development facility, adding six full-time jobs with benefits and bringing an economic impact of \$55.7 million to Shawnee County. "Project Jingle" received funding approval in 2018 from JEDO and contract approval in February 2019 from JEDO. The expansion supports the animal health industry and promotes Topeka & Shawnee County's unique position along the Animal Health Corridor.

ADVISORS EXCEL EXPANDS TO GAGE CENTER

Advisors Excel announced development to expand their facilities in Gage Center with a capital investment of \$9 million, adding 220 full-time jobs with benefits over five years and bringing an economic impact of \$650 million over 10 years from the added jobs. This expansion is an exciting achievement for the local business community and a substantial opportunity for growth in the financial services industry.

BIMINI PET HEALTH GROWS

Bimini Pet Health shared plans to invest \$1.1 million in capital investment and add up to four new jobs in the animal health industry. CEO Sam Al-Murrani

shared that "Topeka is not only where we live, but for a life sciences-based manufacturing business, Topeka is also geographically in the center of the country, and right within the Animal Health Corridor which represents 56% of global animal health, diagnostics and pet food sales...Therefore, many of the elements required for establishing, growing and sustaining a manufacturing business in life sciences, in this case, in Animal Health, are already here in Topeka and we plan to take full advantage as we grow."

FINANCIAL SERVICES SUMMIT

Almost 200 attendees gathered for the Annual Kansas Financial Services Summit hosted by Security Benefit. This year's Summit focused on strategies to further develop our state and regional competitive edge, and drive results by leveraging entrepreneurship, innovation and talent. Sponsored by GO Topeka, Security Benefit, The Kansas Department of Commerce and the Kansas Insurance Department, the Summit serves as a prime opportunity for business leaders to connect and discuss solutions to the critical challenges facing Kansas and the region.

TALENT INITIATIVES

WASHBURN TECH EAST

Washburn Tech East successfully hosted the grand opening and ribbon cutting of the new campus in the summer of 2019. Attendance was phenomenal, with over 200 community members attending and tour the new facility. The creation of Washburn Tech East shows how collaboration in public private partnerships can impact communities with truly inclusive economic development. With a commitment of \$4.5 million in local economic development funds from the Joint Economic Development Organization (JEDO), as a community, we were able to secure an additional \$1.39 million in New Markets Tax Credits funds to create an amazing center for educational training and workforce opportunity in our East Topeka community.

This endeavor has been in the works for a long time and the entire community should celebrate.

TEAMKC: LIFE+TALENT

Barbara Stapleton, VP of Business Retention & Talent Initiatives, was selected to serve as the community partner on the TeamKC Board of Advisors. TeamKC Life + Talent is an initiative of the Kansas City Area Development Council (KCADC), the Kansas City region's answer to the global race for talent. The TeamKC Board of Advisors works to provide guidance and insight into the trends and needs of the greater KC region's recruiting ecosystem. The board works to create a competitive advantage by fostering collaboration among industry sectors and community partners to



amplify Kansas City, accelerating our region's growth and elevating its status as a top lifestyle destination.

"We're thrilled to have Barbara join us on the board," said Jessica Palm, vice president, lead executive, for TeamKC.

TOPCITY TEACHERS

TopCity Teachers hosted a kickoff reception during the August First Friday Art Walk at the NOTO Arts Center and hosted two welcome luncheons during the fall semester. The program was shared with over 250 first year teachers, new to district staff and student teachers, giving them the opportunity to learn more about the area and become involved in the Topeka community. New and student teachers are offered opportunities to network with other young professionals as well as others in their field, have open discussions with key community leaders and acquaint themselves with the resources and attractions Topeka has to offer. In providing these opportunities, TopCity Teachers is working to ensure that this group of talent feel connected and plugged in to the community.

STAPLETON PRESENTS AT IEDC CONFERENCE

Barbara Stapleton had the opportunity to speak in Indianapolis regarding the Washburn Tech East Project at the 2019 International Economic Development Council (IEDC) Conference on a panel with fellow Higher Education Advisory Committee members

about unlocking higher education as an economic development asset, a part of the talent partnerships track.

She shared about how the case was made to establish the campus, how community-wide partnerships were foundationally critical to the success of the project and that adaptability and flexibility were necessary throughout, as well as the benefits of the New Markets Tax Credits to further the success and completion of the project. From the questions asked during the session, as well as follow up afterwards, the project, vision and completion of Washburn Tech East was received with excitement by conference attendees.

iINCLUDED

iINCLUDED seeks to foster inclusiveness in the business community, which means we may align programming with others doing the work in the community, as well as host programming such as panels and guest speakers on topics like supplier diversity, legal education equity, unconscious bias, building critical relations, innovation and resourcing, business collaboration, employee relations, and diverse and cultural understandings.



TALENT PIPELINE MANAGEMENT ACADEMY

US CHAMBER FOUNDATION'S TPM ACADEMY

Barbara Stapleton, VP of Business Retention & Talent Initiatives, and Freddy Mawyin, Research Manager, were accepted into Cohort IX of the US Chamber of Commerce Foundation's TPM Academy and completed the academy in October 2019. The U.S. Chamber of Commerce Foundation Talent Pipeline Management™ (TPM) initiative is an effort to mobilize the business community to close the skills gap by applying lessons learned from supply chain management to its education and workforce partnerships. The idea is that if employers play an expanded leadership role as "end-customers" of a talent supply chain, they will be more effective at organizing performance-driven partnerships with responsive preferred education and workforce training providers.

The TPM Academy™ is an in-person training for state and local chamber, business association, and economic development agency leaders, as well as employers, to learn the TPM approach to drive partnerships with their education and training providers based on industry need.

Facilitated by the U.S. Chamber Foundation, the TPM Academy is supported by a customized curriculum that serves as an employer handbook and gives participants the knowledge, skills and abilities to implement talent supply chain solutions on behalf of their employer collaborative members. In addition, the corresponding TPM web tool activates the six TPM strategies to streamline data collection and visualization for employer partners. Because employer needs vary, the curriculum is a customizable framework for employers to create solutions that directly address the challenges they face in building high-performing talent pipelines.

TPM Academy graduates become members of the TPM National Learning Network (NLN), ambassadors of the TPM approach that regularly collaborate to learn from one another's successes and challenges implementing TPM projects, and collectively continue to grow the initiative.

CHOOSE TOPEKA

A RUNAWAY HIT

Choose Topeka, GO Topeka's and JEDO's breakout talent initiative, garnered global media attention, even receiving a mention from Stephen Colbert. What's the fuss you may ask? This program is giving talent 15,000 reasons to choose Topeka to work, live and play.

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 2,000 submissions with resumes or questions along with hundreds of phone calls have been received.

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.

TELL ME MORE

Choose Topeka is a talent recruitment and retention pilot program that will offer matching incentives by partnering with employers to encourage talent to move to Topeka & Shawnee County.

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.

An encumbrance of \$300,000 to fund incentives for the 2021 budget was approved. This will provide incentive funds for 40-60 new resident workers

during the program's initial run and could allow for a population growth double or more with families and training partners. The return on investment is based on the economic impact of an average worker moving to the county, making \$60,000 per year. On average, for every \$5,000 provided in incentives, the benefit will be ten times that amount. The economic impact from the total incentives investment after the first year is projected to be over \$2.14M and by the fifth year, totals \$11.38M.

JIMMY JOHN'S PARTNERS WITH CHOOSE TOPEKA

A Freaky Good Deal.

Shortly after the announcement of Choose Topeka, Jimmy John's Sandwiches partnered with GO Topeka to support Choose Topeka and increase the incentive amount offered by the program.

Topeka is offering up to \$15,000 for those who choose Topeka as their new residence. In support of the initiative, Jimmy John's is pledging to give Choose Topeka an additional \$1,000 bonus that can be awarded to any qualifying recipient who moves within one of Jimmy John's three "sandwich delivery zones" in the city.

"This bonus funding is our way of showing love for the great city of Topeka, supporting a local franchisee, and helping more people get Freaky Fresh® sandwiches delivered to their door," said John Shea, CMO of Jimmy John's.





NET PROMOTER SCORE

COMMUNITY ATTITUDE IS CHANGING IN TOPEKA, AS INDICATED BY NET PROMOTER SCORE

Through the utilization of Net Promoter Score, the Greater Topeka Partnership found that community pride is on the rise. From 2017 to 2019, the city's Net Promoter Score increased by 21 points. Detractors, those rating Topeka poorly, declined 17.5% and supporters increased by 43%. In total, 52% of Topekans now have a positive view of the Capital City, with 22% identifying as strong promoters of the community. Two years ago, 59% of Topekans had a negative perception of the city, 41% positive.

Net Promoter or Net Promoter Score (NPS) is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand. To achieve the score, those who rate the community 0-6 are contrasted against those who rate the city a 9 or 10. This delta is the Net Promoter Score. This compares strong negative impressions to strong positive impressions. 2017 NPS score was -46.54%, 2019 improved to -26.47%, a progression that is in line with the Momentum 2022 goal of being at zero in the next two years.

"This is an important statistical method that is often

employed by businesses, not cities." says Fredy Mawyin, research manager, Greater Topeka Partnership/GO Topeka. "We've leveraged the metrics of business to inform the strategy we develop to grow and improve our city."

"Improving by 21 points in two years is almost unprecedented. This data is a tell-tale sign that public opinion of Topeka is changing," says Matt Pivarnik, CEO of the Greater Topeka Partnership. "More importantly the community's public opinion is shifting, evolving. Minds have been changed, and it only took two years. Imagine what the feeling will be in Topeka 10 years from now."

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.



FORGE YOUNG PROFESSIONALS

ENGAGE & EVOLVE

In 2019, Forge hosted over 70 events that reflected the core values of its herds: Business Development & Entrepreneurship, Diversity & Inclusion, Forge Your Future, Health, Inspire Volunteers, Leadership and Play. Annual events included the Live Your Dream Symposium, Vote, Dammit It Party, Forge Day of Service, LeadCon, Trick or Treat on the Trail and StrengthsFinder Workshop. Monthly and quarterly events included Pub Club, cooking classes and monthly volunteer opportunities.

FLYING OUR FLAG HIGH

It has been an exciting year for one of Forge's priority projects: the creation and adoption of Topeka's new city flag. An effort that began in mid-2018, the final design for the city flag that was voted on by the community was unveiled by Forge members at the 2019 State of the Community luncheon in April.

Since its official debut, the flag can be seen on t-shirts, hats, bumper stickers, coffee cups, beer glasses, coasters - not to mention on many a flag pole!

The flag design even received praise from a panel of 23 members of the National American Vexillological Association (NAVA), giving the flag an average rating of 7.8 on a scale from 0 to 10, a high score among city flag designs.

One enthusiastic judge wrote: "...one of the loveliest and actually joyous flags I've seen in a long time."

Another said, "This is an excellent design destined to capture the imagination of Topeka and the rest of the world." Others described it as "bold," "simple," "crisp" and "wonderful."

In November, the flag design was approved by the City Council and officially adopted as Topeka's new city flag. On December 31, the flag was ceremoniously raised high above City Hall with city officials, the City of Topeka Joint Police and Fire Honor Guard, downtown small business members and – of course- a few from the Forge fam.

FORGE INSPIRE VOLUNTEERS

In the summer of 2019, Forge volunteers paid it forward to area children with the help of a local grant from First Presbyterian Church of Topeka. For the second year in a row, Forge's Inspire Herd, the organization's public outreach and volunteerism committee, decided to use the money to benefit Deer Creek Center's summer school program.

Forge Inspire volunteers accompanied children from the Deer Creek Community Center summer school program to a back-to-school shopping trip at Kohl's. Volunteers acted as personal shoppers for the children, helping them pick out shoes, clothes and accessories that fit their specific styles. In addition, Forge used the extra Kohl's Cash earned from the Deer Creek Shopping spree to start a clothing closet at Pine Ridge Prep.

Forge also hosted an "End of Summer Family Cookout"

for the program's summer school students and their families. Forge volunteers served up hotdogs, brauts, chips and cookies. They also served up some serious fun with a water gun/supersoaker fight and water balloon toss.

HAVE YOU MET THE TOPEKA YOUTH COMMISSION?

In 2019, the public officially met the Topeka Youth Commission (TYC). Comprised of Topeka & Shawnee County area high schoolers, the mission of TYC is to engage adults to provide a voice community-wide and for youth in the decisions and policies of government agencies, schools and community organizations that affect the lives of young people. Housed under the Greater Topeka Partnership, the group is facilitated by Forge Young Professionals.

Learn more about the TYC at visit.topekapartnership.com/topeka-youth-commission.

"As YPs, we have the power, passion and perseverance to do something to change Topeka for the better." Carolyn Zeller, 2019 chair of Forge's Inspire Volunteers herd, said. "Volunteering gives Forge members the opportunity to understand our community better - to know who needs help and how we can help them. It's through that hands-on work, that we are going to keep making those positive changes to our community."



ENTREPRENEURIAL & MINORITY BUSINESS DEVELOPMENT

EMPOWERING SMALL BUSINESSES IN THE COMMUNITY

Entrepreneurial & Minority Business Development (EMDB) endeavors to empower, engage and embolden small businesses in the Topeka & Shawnee County community. In 2019, many initiatives were put forth to help small businesses flourish and take their business to the next level.

THA – THE HOUSING AUTHORITY EMPOWERMENT PROJECT

The project is a collaborative partnership between GO Topeka's EMBD and The Topeka Housing Authority. The goal is to promote economic empowerment and self-sufficiency for public housing residents to build their dream of starting a business and supporting the neighborhood by offering training, mentoring and hands-on internships.

Six public housing residents will participate in a year long incubation program. After the completion of Phase One training (Fast Trac), the residents will continue their focus on business education, writing a business plan, building and designing their sites and systems, and working with mentors and business coaches to ensure that they are positioned to start a successful business. The businesses will open in the Spring of 2020 and will be housed at the Pine Ridge Manor site.

FAST TRAC

Fast Trac continued to its position as a catalyst for entrepreneurial education and support in Shawnee County. With sessions occurring in the spring and fall, 35 individuals took part in this entrepreneurial training program. Fast Trac graduated 35 participants in 2019. Nine participants are already in business and six are participating in THA Program.

WOMEN'S FORUM

A program of the Women's Initiative, the Forum is a bi-annual event that provides a platform to empower women in the areas of education, professional development, and social issues concerning women. The group hosted two forums in 2019:

- Spring -How to Maintain Self and Productivity
- Taking care of you and maintaining your productivity
- Fall - Women in Politics – Supporting women in politics before and after they are seated.

PURCHASING INITIATIVE

The Buy Local Purchasing Initiative's goal is to assist agencies and corporations in identifying local small business who are able to provide products and services to their companies.

The Purchasing Initiative Committee co-hosted two programs:

Meet the Buyers provided 12 local buyers with a platform to discuss their purchasing processes and take a closer look at what their colleagues are doing in the area and how they could collaborate.

The second program promoted Doing Business with the City of Topeka. The event educated 65 small businesses on the City of Topeka's certification and how to do businesses with the City of Topeka. They also shared their 2020 forecast of upcoming projects.

SMALL BUSINESS INCENTIVE

A matching incentive program that offers small businesses assistance in the areas of employee skills upgrades, marketing, equipment purchases and facility construction and renovation, the incentive program provided more than \$300,000 support to local small business owners. The program maintains an active pipeline of 40-50 small business owners requesting incentive support.

SMALL BUSINESS SATURDAY/ SHOP SMALL

This year the Small Business Saturday campaign successfully captured the market. Consumer spending rose on a national level as Small Business Saturday hit a record high of \$19 billion spent on November 30.

A call to action for Shawnee County to shop small made a substantial impact and the citizens responded. The eight-week push to Shop Small lasted from early November through December 31. Shop Local/Shop Small was promoted in print, radio, television, word of mouth and social media.



SMALL BUSINESS COUNCIL

SMALL BUSINESS SUMMIT

The Summit provided a series of morning sessions with leaders discussing marketing, financing, insurance and human resources. The afternoon sessions consisted of roundtables of banking, insurance, legal and marketing.

CELEBRATING SMALL BUSINESS WEEK

Small businesses are a key economic driver in Topeka. The Small Business Council celebrated the success of Topeka's small businesses at an annual business reception.

The 2019 Small Business Awards highlighted six small businesses and one non-profit during this year's awards ceremony. Congratulations again to:

- Cap. City Business of Distinction - Hazel Hills
- Innovation – Stevenson Company, Inc.
- Women in Business – Prairie Glass Studio
- Small Biz. Advocate – Aim Strategies
- Minority Business – Cortez Transportation
- Non-Profit – YWCA
- Emerging Entrepreneur – Curb Appeal Power Wash

The Small Business Council continues to work as advocates to address issues and concerns of Shawnee County's small businesses.





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PTAC

PROCUREMENT TECHNICAL ASSISTANCE CENTER - TOPEKA

PROCUREMENT TECHNICAL ASSISTANCE CENTER - TOPEKA

This year KS PTAC Topeka Subcenter clients have received over 133 Federal contract awards worth \$19.7 million, with 90 new clients joining the Topeka Subcenter program this year. Of note: Out of the total, Shawnee County has received 47 of the contract awards, worth \$6.2M. Total program return on investment for JEDO is \$282 for every \$1 invested.

Goal Stats: (end of PTAC Fiscal Year is 1/31/2020 at which point all goals should be reached)

	Today's Stats	FY19 Goals	% to Goals
New Clients	90	80	113%
One-on-One Counseling Hours	373	390	96%
Events	9	10	90%

JEDO RETURN ON INVESTMENT

\$262

For every \$1 invested the return is \$262 currently

JEDO's investment is \$70,000

This number increases as small business win contracts

Contract Classification	Value	Number of Contracts
Total Federal	\$15,094,310	116
Total State & Local	\$590,724	4
Subcontracts	\$2,680,680	5
TOTAL	\$18,365,714	125



Shawnee County Business, have received:

Contract Awards	34	<i>Out of the total above amount going to Shawnee County</i>
Value	\$5,443,225	

Of the Contract Awards going to Small Business, some fall into Social Economic Categories:

Small Disadvantaged Business	32
Woman Owned Small Business	47
HUBZone Business	12
Service Disabled Veteran Owned Small Business	10

PROGRAM IMPACT FROM 6/2017 – 12/2019

This covers the following KS PTAC Topeka Subcenter Program statistics, which showcase the program’s success and impact. The Topeka office opened June 2017.

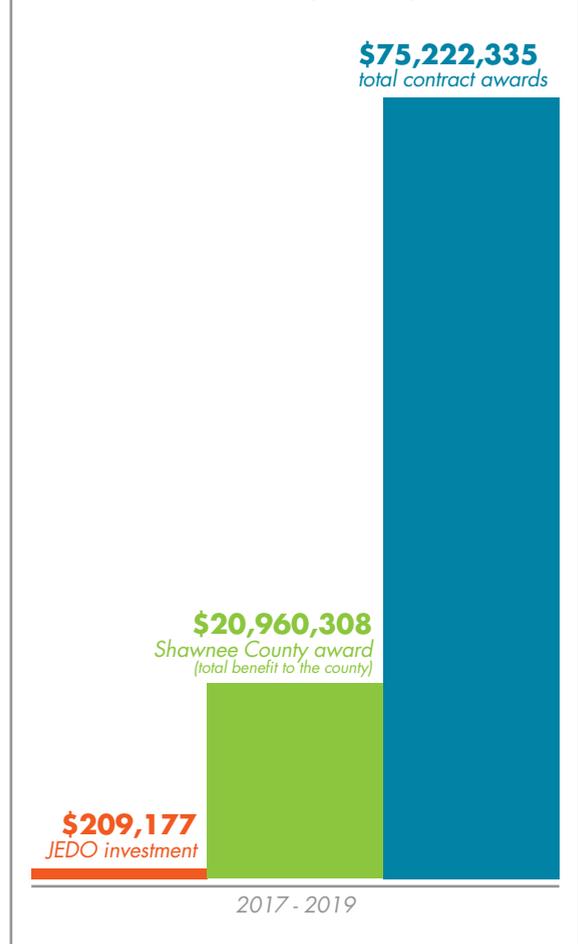
To date, JEDO has invested a total \$209,177, represented on the graph in red.

The return on that investment specifically for Shawnee County is \$20,960,308 in contract awards received by KS PTAC Topeka Subcenter clients, represented on the graph in green. The Topeka Subcenter covers a total of 26 counties including Shawnee. The overall impact for the service area to date is \$75,222,335 worth of contract awards, represented on the graph in blue.

Each KS PTAC client self-report their contract award information and then the KS PTAC lead office out of Wichita verifies the information by check federal databases.

KS PTAC TOPEKA SUBCENTER

total economic impact (all years)



VISIT TOPEKA

SMITH TRAVEL RESEARCH (STR) REPORT

Topeka welcomed the Cyrus Hotel's opening in January 2019, adding 109 rooms to the inventory for the market. This addition, along with 210 new rooms in 2018, made 2019 interesting with total increase in market supply. As of the latest STR, the market has shown interesting data year to date. With a supply increase as of current YTD at 5.8% the market's occupancy could have suffered greatly but with an increase in demand the market is currently at 57% down 2.9% from 2018. The demand this year has been great for the Topeka market with a 2.7% increase for a current total of a little over 12,000 room nights. For 2020, Visit Topeka hopes to continue the increase in demand as Topeka receives more attention as a regional destination.

KNOW YOUR CITY TRAINING

In an effort to improve hospitality and increase guest satisfaction throughout the capital city, Visit Topeka offers quarterly free "Know Your City" training to our local tourism partners. The Know Your City tour increases the ability of hospitality workers such as hotel desk clerks and restaurant servers to make suggestions on things to do, where to go and what resources to use in Topeka.

In 2019, the training classes hosted 20 hospitality workers and visited over 20 plus sites that included

attractions, restaurants and historic sites. This program is valuable as it teaches the front-line staff at the hotel to embrace their community and recommend local first.

TOPEKA DESTINATION SPECIALIST

In 2019, three people earned their Topeka Destination Specialist designation with many others working on their designations.

Visit Topeka works hard to promote an outstanding experience for guests to Topeka & Shawnee County. To that end, we offer specialized training for the hospitality industry staff in our community.

Participants in the Topeka Destination Specialist program learn about hospitality techniques, the importance of tourism in Topeka & Shawnee County, and how economic development can begin with something as simple as a smile.

Participants also learn about their community and are able to share with visitors the wonderful places to see and things to do in Topeka. Visit Topeka encourages anyone interested in the field of hospitality or tourism to take advantage of this free and exciting opportunity.

TOP CITY SIGN DEPLOYMENTS

#TopCity has been all over town and the Visit Topeka team has had the opportunity to spread the word, or sign. During 2019, Visit Topeka delivered and displayed the signs outside of the visitor's center

for 297 days at over 60 different businesses or events. With the many requests Visit Topeka tries to accommodate all requests and in 2020 plans to streamline the process for requests and deployments.

GROUPS SERVICED IN 2019

In 2019, the Visit Topeka Sales team assisted 119 groups, representing over 75,000 people, while they were in the city. Of course, the groups had varied needs but some of the more traditional requests were for logistical assistance (transportation, hotel, attraction and restaurant bookings), information on the local and surrounding areas and what their attendees could see and experience, and on-site assistance (registration, tournament workers, etc.). Visit Topeka is always happy to assist with these requests but sometimes we do have some requests that deviate from the normal.

"Can you please find me fencing for a dog show recreational area?"

"I want to attempt a world record attempt in the city, where do I take 1,000 motorcycles?"

These questions are ones that excite the Visit Topeka team as it gives them an opportunity to think outside the norm and work with other community partners to make an event special.

2019 TRADESHOWS: TITLES & MARKETS - NASC, SPORTS, ABA, RCMA, SMMC, KSAE

The Visit Topeka sales team attended six tradeshow this year. The two sports shows, Sports ETA (formally NASC) and SPORTS, bring sporting event decisions makers and destinations together. The rights holders were very interested in our community's facilities for their youth events. Those meetings resulted in Visit Topeka bringing home leads of events that will fit into the local sport facilities.

The other four represent the meeting, convention and tour travel markets. The American Bus Association conference is the most respected motor coach travel conference in the country. The 12 appointments and additional networking time allowed for Topeka's staple attractions and unique experiences to be marketed to those tour operators. The Religious Convention & Meeting Association conference, Emerge, tradeshow booth was a collaboration between Visit Topeka and the Capitol Plaza Hotel. The religious market is a great niche for Topeka and the meetings planners were interested in how our community could enhance their experience during their annual events. The Small Market Meetings Conference is a show for meeting and convention planners to meet with smaller destinations that have the same offerings as larger cities but with a little more service based on size. Stormont Vail Events Center attended with Visit Topeka and was able to



bring home leads that have the potential to fill their facility, as well as our hotel partners. The final tradeshow of the year is one that Visit Topeka attends locally, the Kansas State Association Executives conference. This tradeshow is a great avenue for the Topeka venues to have one-on-one time with state associations who are looking for space for their annual board meetings conventions, and other gatherings.

EVENTS WHICH TOOK PLACE IN 2019 TOURISM: COUNTRY STAMPEDE, TAP THAT TOPEKA, WOMEN'S FREEDOM RIDE

2019 was a big year for tourism events. The Country Stampede has found a new name and home for future years. Topeka's Heartland Motorsports Park will host the Heartland Stampede where country's hottest artists (Did somebody say Luke Combs?) will be performing for over 100,000 fans this upcoming June.

One of Visit Topeka's featured events, Tap That Topeka, is continuing to grow. Assumed to be the largest beer fest in the Midwest, more than 70 breweries, 300 beers, and hundreds of happy connoisseurs filled downtown for this annual event.

The Women's Freedom Ride brought more than 800 women via motorcycle to Topeka from all over the U.S. and Canada. While the ladies fell short of breaking a world record, the U.S. record was achieved with 762 riders traveling over 8 miles. This weekend-long event consisted of a party at Topeka's Historic Harley Davidson and the Evel Knievel Museum, speakers such as Jessi Combs, and fundraising for various non-profits for American veterans.



KANSAS SHRINE BOWL 2020

The 47th Kansas Shrine Bowl will be hosted in Topeka in 2020. All players will be representing their high school, the Kansas Shrine Bowl, and, most importantly, the 22 Shriners Hospitals for Children and their patients. "We're thrilled to welcome the Kansas Shrine Bowl back to Topeka for the first time since 2013," said Mike Bell, VP of Visit Topeka. "It provides a great opportunity to host students and athletes in the Capital City and we hope they'll take full advantage of all Topeka has to offer."

AFRICAN AMERICAN TRAVEL CONFERENCE 2020

Booked in 2019, Visit Topeka is looking forward to hosting the African American Travel Conference in April of 2020. The conference will be comprised of 250 travel planners from around the United States. These travel planners are decision makers in the African American travel industry who book group travel from tour busses to reunions. "The entire African American Travel Conference family and

our members are looking forward to experiencing Topeka firsthand," Joe Cappuzzello, president & CEO of the AATC, says. "The Visit Topeka sales team and the Capital Plaza Hotel impressed us during the site visit, along with their Midwest hospitality, convincing us that Topeka will step up to this opportunity to showcase all that it has to offer our members." Cappuzzello said Topeka's iconic African American heritage sites were the determining factor in the decision. Those sites include Monroe Elementary School, a National Historic Site under the National Park Service and center piece of the Brown v. Board of Education 1954 court decision on school segregation and the Ritchie House, an Underground Railroad historic site. Mike Bell worked with Cappuzzello on the bid and said that Topeka should be proud of this announcement. "Booking Topeka's first national conference is another indicator that our community is on the right path. People from around the country are taking notice in what we have to offer here."



GREATER TOPEKA CHAMBER OF COMMERCE

LEGISLATIVE ADVOCACY

2019 was an active year for the Topeka Chamber as it settled into its role as the Greater Topeka Partnership's chief public policy arm. This focus enabled the Chamber Board of Directors and staff to devote considerable attention and deliberation to important issues at the local and state level.

DYNAMIC CORE DEVELOPMENT DISTRICT

Working closely with DTI for over eight months, the Chamber achieved success in establishing Topeka's new Dynamic Core Development District. The district is fueled by a vision of downtown revitalized with retail, office space, residential units and other amenities. Following a thorough market study, DTI's Board of Directors determined that the best way to move toward this vision was to establish a district within which tax increment financing (or TIF) would be available to developers.

The downtown TIF district marks an innovative approach to incentivizing development. Typically, TIF districts are set-up by developers in conjunction with project plans they have already formulated. The downtown TIF district has been established without any particular project or developer in mind. Now that the district is in place, hopes are justifiably high that developers, local and national, will move quickly to formulate plans for projects to take advantage of the TIF

financing which is now potentially available to them.

The team working on the initiative had to stay creative and patient as it addressed numerous issues which arose. For example, the TIF district needed to accommodate another smaller incentive program already available to property owners in downtown. Working closely with City staff and outside experts, the DTI/Chamber team arrived at a compromise which will enable downtown property owners to take advantage of whichever incentive program best suits their needs.

Similarly, the USD 501 school board voiced concerns with the downtown TIF owing to the potential budgetary impact the incentive might have on the district. Following numerous frank and healthy discussions with school board members, the resolution



ultimately adopted by the City Council to establish the district was amended to address their concerns. These discussions were extremely helpful and form a template for similar collaboration with our partners in education going forward.

Thanks to great teamwork between DTI, the Chamber and City staff, the downtown TIF district is now a reality and Topeka is signaling to the developer community that it is “Open for Business.”

POLK QUINCY VIADUCT

The Chamber’s top legislative priority for 2019 was to ensure inclusion of the Polk Quincy Viaduct project in the state’s next long-term transportation plan. The current 10-year highway plan, called “T-Works” is

winding to a close so the Kansas Department of Transportation (KDOT), legislators and the myriad communities and contractors with an interest in highways have all been working hard since last Spring to develop a well-reasoned approach to the next comprehensive highway plan. A Joint Legislative Task Force on Transportation met throughout the Summer and Fall and representatives from Topeka made sure the Task Force heard multiple times how critical the stretch of I-70 which curves precipitously through downtown is to the state’s economy. Later, TEAM Topeka coalesced to attend multiple KDOT public-input meetings called “Local Consults” and, again, made sure the message about Polk Quincy was heard loud and clear. As KDOT finalizes its recommendation for the 2020 legislature, indications are that Polk Quincy is well near the top of new projects to be included. Funding such a large project will be a challenge, which is why local officials have been engaged with our Congressional delegation, as well as, officials at the U.S. Department of Transportation to identify sources of money to help offset at least a portion of the cost. This is a long-term effort which will presumably remain a Chamber priority for quite some time; it will be worth it.

METL & COALITION OF LOCAL CHAMBERS

The Chamber continued to help lead two coalition which are growing in influence. METL (named for the four communities it covers: Manhattan, Emporia,





Topeka and Lawrence) raised its profile in 2019 hosting several workforce summits which brought key university officials together with local business leaders to share perspectives on the single most pressing economic issue the state is facing: availability of workforce. METL also hosted legislators at several forums and shared its legislative priorities. METL proved the power of coalition when representatives from all four communities sent the clear message to KDOT that Polk Quincy Viaduct and the South Lawrence Trafficway are the group's collective transportation priorities.

The Topeka Chamber also led the efforts of an ad hoc coalition of local chambers which provides a uniquely local business narrative to legislators regarding such important main street issues as Medicaid Expansion, good economic development tools and workforce development.

MRC

The Chamber's Military Relations Council continued to grow in 2019 and look for ways to expand its impact in Shawnee County. The MRC inaugurated its bi-monthly Lunch and Learn meetings at which members could enjoy a meal, interaction with their friends and neighbors in the armed services and an informative program about some aspect of the military / civilian interface. The MRC also supported the Military Hero of the Game program in which military parents were honored at

local sporting events. In November, the MRC honored Armed Services Personnel of the Year award winners and learned about the multi-dimensional issue of trying to keep military families in Kansas following their retirement from the armed services. The MRC also participated actively in the multi-chamber Kansas Military Alliance which focuses on military issues from a statewide perspective.

STRATEGIC PLAN

Following its summer retreat and several follow-up discussions, the Chamber Board of Directors in December adopted its 3-year Strategic Plan. The plan focuses on achieving legislative success at the local, state and federal level. The keys to success will be growing coalitions, enhancing one-on-one relationships with affected elected officials, top-notch communication and ongoing efforts to recruit and support candidates for local and state office who hold positions aligned with the Chamber's goals. By the end, the Greater Topeka Chamber of Commerce will be a highly influential voice for business in advocating for public policies which help ensure the community's future prosperity.

DOWNTOWN TOPEKA, INC.

THE DYNAMIC CORE

In 2019 Downtown Topeka saw incredible growth and development. The downtown renaissance continued with new business development, such as Cyrus Hotel, Iron Rail and Brew Bank, restoration and beautification efforts as well as a new public entertainment center, Everygy Plaza. In response to the tremendous demand for loft and apartment living, the Kansas Avenue and St. Joseph Lofts were constructed transforming the former Seymour Foods Plant and St. Joseph Parish Grade School into over 42 residential units.

APPROVAL OF DYNAMIC CORE TAX INCREMENT FINANCE DISTRICT

In December the City Council, by a vote of 10-0, approved the Dynamic Core Tax Increment Finance District. The TIF will allow developers to negotiate with the City for reimbursement of certain eligible expenses,

such as costs of property acquisition and infrastructure improvements. The improvements are paid from the increase in property tax value brought about by the developer's improvements. The District runs from 17th street on the south to the south bank of the Kansas River and from Adams on the east to Topeka Boulevard on the west.

EVERGY PLAZA

Primary construction for Everygy Plaza took place during the entirety of 2019. Special features include the CapFed On 7th Performance Stage with a jumbotron, a splash park with choreographed fountains, speakers, light towers and an ice rink for the winter months.

The Downtown Topeka Foundation has contracted with Spectra to manage the plaza. Spectra has hired John Knight as the Plaza's director, Ashlee Spring as sales



and marketing director and Ashley Gilfillan as event manager.

The Plaza is on schedule to be completed in March 2020.

DYNAMIC CORE MARKET STUDY

A completed market study of the Downtown, river front and NOTO areas, conducted by Development Strategies of St. Louis, confirmed that 23,000 jobs exist in the study area. This number represents 24% of the city's jobs in less than 2% of the land area. Average wages in this area are 18% higher than the rest of the region. Downtown contains 60% of the region's office space.

In addition, the study area currently includes over 850,000 square feet of retail space, 900 housing units and 375 hotel beds.

The market study concluded that the study area could support another 900 new housing units, 690,000 square feet of retail, 300,000 square feet of new or rehabbed office space and 200 additional hotel rooms over the next ten years.

A new Master Plan for this area is being prepared by the City of Topeka. An initial draft of the plan is expected in the spring of 2020.



DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

For the 25th year in a row, Downtown Topeka, Incorporated has successfully administered the Downtown Business Improvement District (BID). BID was established by the City in 1985 and extends from Topeka Boulevard to Adams and from 1st Street to 12th. DTI provides daily cleaning and maintenance, promotion, inventory management, business recruitment and event coordination for the district. Recent additions to the district include new trash cans, cigarette receptacles, benches and banners.

DTI AWARDED \$300K IN GRANTS FROM DOWNTOWN GRANT PROGRAM

Downtown Topeka, Incorporated administers the City of Topeka's Downtown Redevelopment Incentive Grant Program. The program, which was created in 2000, is a financial incentive that is designed to encourage residential and commercial improvements of buildings for future use in the Capital City Business Improvement District. Grants are awarded as reimbursement for actual monies spent with a maximum of \$50,000 per property. In 2019, DTI awarded \$300,000 in grants for downtown projects totaling over \$33M. The grant program helps create new jobs, increase property values, generate additional sales taxes and bring older buildings back to life.

MOMENTUM 2022

STRATEGIZING FOR A BETTER TOMORROW.

In the second year of the program the community is delivering on its promise to “work the plan” by addressing over 70% of the 73 objectives. These objectives are addressed by individuals, organizations and businesses within Topeka & Shawnee County. You will see these accomplishments throughout the Partnership’s Annual Report.

Lead coordination of the strategy changed hands in October from Kayla Bitler Loschke to Michelle Cuevas-Stubblefield. Michelle is responsible for the coordination of the strategic plan and what is a direct reflection of the community’s successes.

In preparation for mid-course correction structural changes to the strategy began in the last quarter of 2019. This resulted in the sunset of the Implementation committee. This change was in response to the elimination of redundancy and improved efficiency of individuals’ time and energy. In partnership with the Executive committee, this change will charge the Chair’s Council with more direct oversight of the plan. Workgroup terminology and structure was also reviewed to better address the intent of workgroup committees and projects.

The most direct measure of the community’s efforts to accomplish the strategic objectives is reflected in the Net Promoter Score (NPS). Topeka, Shawnee County

score made a 21-point jump - a 43% improvement. 52% of Topekans now have a positive view of the city, compared to 41% two years ago. MOMENTUM 2022 is the community’s plan and this jump in perception demonstrates the work the community has done together to improve the perception by strategically addressing the community’s objectives towards change.

In preparation to continued commitment to the plan the term “Accelerate” has been incorporated to ensure the strategy is engaged and the plan objectives are accomplished.

MOMENTUM 2022 HIGHLIGHTS

- Talent Development/East Topeka Council: Completion of Washburn Tech East
- 1.4.2 Establish a physical center for workforce development and training in East Topeka
- Economic Development: Execution of the ChooseTopeka Program
- 3.2.1 Continue business retention and expansion (BR&E) activities to ensure that Topeka-Shawnee County’s existing firms remain and thrive in the community
- Dynamic Core: Completion of the Dynamic Core Market Study, Creating of a Downtown District TIF
- 2.2.1 Pursue a catalytic Mixed-use development in the Dynamic Core
- 2.2.2 Incentivize the development of new housing



and supportive neighborhood retail in Downtown Topeka

- Community Engagement Pride & Service: Completion of the CHIP – Community Health Improvement Plan
- 5.2.5. Continue to support Heartland Healthy Neighborhoods and other initiatives identified in the Shawnee County Community Needs Assessment
- Quality Place: Development of a group dedicated to beautification and improvement coordination in South Topeka along Topeka Ave.
- 2.3.2 Continue to improve gateways into Topeka-Shawnee County, particularly those connecting the community to population centers
- Innovation: Development of the Wheelhouse Incubator program, graduating 9 entrepreneurs at the summit, with mentorship.
- 3.1.4 Adopt an “economic gardening” program to help local second-stage firms thrive

STRATEGIC HIGHLIGHTS

- The Chip - Community Health Plan (Heartland Healthy Neighborhoods)
- Choose Topeka
- Diversity on Boards has continued to be pushed and they’ll do more with it in 2020
- Supporting NOTO’s Master Plan and overall enhancements
- Speakers Bureau
- Strategies Against Violence Everywhere (SAVE) – Group Violence Intervention
- Topeka Interns into 2020
- Avondale East Sandlot

LEADERSHIP GREATER TOPEKA

LEADING THE WAY

For over 36 years now, Leadership Greater Topeka (LGT) has identified outstanding leaders from the community and has instructed the participants in aspects of leadership.

PERSPECTIVES ON GUN USE & PUBLIC SAFETY

In November, Leadership Greater Topeka invited the community to take part in an open conversation centered on the issues surrounding gun use and public safety. The free event was attended by local leaders and community members from all walks of life, including Washburn University students. Gathered in Washburn University's Bradbury Thompson Alumni Center, participants heard from Kansas Leadership Center teacher Lynette Lacy and were introduced to multiple perspectives on gun use before being put into smaller groups to discuss this important topic from the various perspectives represented.

TRANSFORMATION GRANT

In early 2019, Leadership Greater Topeka through the Greater Topeka Partnership was awarded a Transformation Grant from the Kansas Leadership Center (KLC) toward building the leadership capacity of individuals throughout our community. Through this grant, LGT alumni were able to attend the KLC's 2019 core leadership training for free.

PROGRAMING INCLUDED:

Your Leadership Edge – a 3-day introductory training for anyone seeking to build their skills and confidence to lead in any situation. (Offered 10 times in Wichita and 4 times in Kansas City)

Lead for Change – a 2-part, 7-day extensive leadership training designed to help you create lasting culture change within your organization and community, while providing you 1:1 support from a KLC Coach (Offered 3 times in Wichita)

Equip to Lead – a 2-day training designed to help you teach, facilitate and incorporate leadership ideas into any context (Offered 4 times in Wichita)

2019 AWARD GALA

In its second year, the LGT Gala recognized outstanding leadership in the community.

2019's honoree include:

Rising Star

- Enedina Patch, Stormont Vail Health
- Luis Estrada, Greenbush – The Southeast Kansas Education Service Center

Activator Award

- Lance Royer, Keller Williams Realty, Inc.
- Mayor Michelle De La Isla, City of Topeka

Marsha Sheahan Legacy Award

- Herman Jones, Colonel, Superintendent, Kansas Highway Patrol

LGT Partnership Award

- Capitol Federal Savings Bank

LGTREFRESH

In 2019, Leadership Greater Topeka introduced LGTReFresh, unique events created for LGT alumni, Forge Young Professional members and Kansas Leadership Center alumni to get a behind-the-scenes look at regional industries, discuss leadership competencies, visit with community leadership while also getting the opportunity to network and socialize.

Events include:

April - Collaborative/Community Leadership – Working Across Factions – Greater Topeka Partnership

August - Collaborative Connections – Kansas Education and Science Park & Everygy Training Center

CUEVAS-STUBBLEFIELD NAMED TO KANSAS LEADERSHIP CENTER'S CIVIC ENGAGEMENT ADVISORY COMMITTEE

Greater Topeka Partnership's SVP of Strategy Michelle Cuevas-Stubblefield has the distinct honor of being named to the Kansas Leadership Center's (KLC) first-ever civic engagement advisory committee.

Cuevas-Stubblefield was one of 21 other individuals from across Kansas to be named to this committee.

"I am very grateful to the KLC for this honor," said Cuevas-Stubblefield. "This committee will allow me to further pursue my passion in leadership and civic engagement." Cuevas-Stubblefield's duties include supporting Momentum 2022, a holistic community strategy for the city of Topeka, and organizing Leadership Greater Topeka, a community leadership program which spans 36 years.

In the KLC's official announcement, Shaun Rojas, director of civic engagement at the Kansas Leadership Center, said, "We're ready to take our civic engagement efforts to the next level with a passionate team of KLC alums who are committed to fostering civic leadership for healthier Kansas communities. We were thrilled with the robust application response, which made for a tough task of choosing between 100 applications KLC worked hard to select a group that reflects the true diversity of Kansas."



LGT CLASS OF 2019

Kelly Baker	Bryce Liedtke
Mende Barnett	Robert Louis III
Alyce Bishop	Olivia Mayer
Samantha Buck	Michael Munson
Francisco Camargo	Sara Neiswanger
Michael Castino	Chelsea Huston
Lisa Davis	Susana Ortiz
Clint DeVoe	Clint Patty
Luis Estrada	Kari Presley
Yvonne Etzel	Kim Redeker
Sharon Forni	Rachel Sachs
Doran Geise	Darren Younker
Marcia L Hannon	Cynthia J. Sheppard
Cynthia Holthaus	Ky Shorb
Jesyca Hope	Brett Starbuck
Amber Housholder	John "Bo" Turney
Alexandra Kennedy	Teresa Van Becelaere
David Lee King	Shawn Wheat



MEMBERSHIP & EVENTS

MEMBERSHIP

In 2019, 107 new members joined the Partnership and held 47 member ribbon cuttings.

New members:

- 39 West LLC
- 45th Street
- 5 Guys Transportation
- A-1 Rentals
- Academy Sports
- Advantage Print Source
- Affinity Hair & Nails
- Aflac-Mark Harris
- AJ's Pizza
- All Angles Body Shop
- Allan Coleman
- American Eagle Tax
- April Kelsey, Farm Bureau Financial Services
- B & B Theatres
- Baker's Dozen
- Barrister's Brewing
- Bedsprings & Burlap
- Big Phil's Auto Plaza
- Blackburn Plumbing
- Blooms on Boswell
- Bobby's Food Co.
- Brew Bank
- Brickhouse Antiques
- BriJoRae' Productions
- Built Interior Construction
- Buzz Events
- Cambridge Kitchen & Bath
- Canon
- Carter Healthcare
- Chavez Restoration & Cleaning
- Chinnel's by Ariel
- City Wide Maintenance
- Club Carwash
- College Hunks Hauling Junk
- Combine Insurance
- Communication Fed Credit Union
- Denny & Associates
- Devader's Pools & Spas
- Dickey's Barbecue Pit
- El Centenario
- Enchanted Smiles
- Enterprise Truck Rental
- Ernest-Spencer Metals
- Footlights
- Fugetaboutit Pizza
- Gardner Roofing
- Glory Days
- GSI Engineering
- Harris & Sons Enterprises
- Harvest Video
- Helping Hands Humane Society
- Helping Hands Humane Society
- Hertz

- Hospitality Incubator Program
- Hoyt Trucking
- Innovative Services
- Insurance Consultants, LLC
- Jepson Solution
- Jersey Mike's
- JM Motorsports
- Johnny's Tavern
- John's Sewing Machine Repair
- Kansas Action for Children
- Kansas Avenue Lofts
- Kansas Museum of History
- King Pharmacy
- Kwik Staff
- Lettuce Feed You
- Little Government Relations
- loanDepot
- Lunatix Comix
- Margaritas Jalisco LLC
- McAlister's Deli
- NAMI KS, Inc.
- Next Level Baseball
- Nex-Tech
- Nextgen Chophouse
- Nexthome Professionals
- Oakbrook Terrace Apartments
- Paradise Donuts North
- Phelicia Glass, LSCSW, LLC
- Planet Fitness

- Plaza West Healthcare & Rehab Center
- Positive Connections, Inc.
- Puffy's Family Diner
- Quicksilver Shuttle/Economy Shuttle
- Res Tours
- Resilience Training
- Irigonegaray, Turney, & Revenaugh, L.L.P.
- Rental Management Solutions
- Rossville Healthcare & Rehab
- Schwan's Company
- Shannon Engler, EK Real Estate
- Shawnee Co. Building Maintenance & Janitorial
- Sleep Number
- Spin! Pizza
- Taj Ma Dog
- Tarwater Farm & Home Supply
- The Market at Macvicar
- Topeka Dentistry
- Vaughn Pediatric Dentistry
- Veronika Teichgraeber
- Vikings Grille
- Wheatland Pest
- Whitehall Apartments
- Willows Bend
- Woof's Play n Stay

EVENTS

The 2019 year of events wraps up with over 120 celebrations the Events Team put together for over 90,000 people!

The team started the year with the Greater Topeka Partnership's Annual Meeting in January, celebrated chocolate (and wine) with Chocolate After Dark in February, Restaurant Week in March and State of the Community in April. In the first four months the Partnership hosted and celebrated with over 32,000 of its closest friends.

In May Events kicked off the summer with the Country & Food Truck Festival and hosted Senator Pat Roberts for a Congressional Forum. In July the Partnership hosted 55 children for Camp Topeka, where they learned all about their city, and celebrated Gary Woodland's US Open win! August was just as exciting as the Partnership organized a press conference for the announcement of the global innovations platform Plug and Play coming to Topeka. September was another full month of events including a very rainy and fun Tap That Topeka Beer Festival and the season's final Movie on the Capitol Lawn. October included Inter-City Visit in Montgomery, Alabama and the Partnership's Annual Business Expo where over 70 Partnership members showcased their businesses.

In November Events organized an extremely windy Miracle on Kansas Avenue Parade and in December downtown hosted WinterFest and the Partnership held its METL Legislative Luncheon.

In addition to all the amazing events, the Events Team was challenged to elevate the experiences for its audiences. For the first time in 24 years there was a Junior Grand Marshall at the Miracle on Kansas Avenue Parade and Announcer's Choice Award was presented. Events had the Washburn University Dance Team host the VIP area for Tap That Topeka, asked children to bring their homemade egg dropping structures for the contest at Science & Tech Fest and added a balloon arch entry way at Business Expo. Events provided tables and chairs at the Music & Food Truck Festival for people to enjoy their food truck dining experience, food trucks were included at the weekly Brownbag Concerts, and everyone who attended the State of the Community was given a new Topeka flag pin. These are just a few of the small details that made big impacts!

The Events Team is looking forward to an amazing 2020 and continuing to make an impact in our community!

Be on the lookout for new and exciting events!

January - 9 events
February - 7 events
March - 6 events
April - 4 events
May - 12 events
April - 4 events
May - 12 events

June - 13 events
July - 12 events
August - 17 events
September - 8 events
October - 7 events
November - 12 events
December - 8 events

2019 TOTAL RESOURCE CAMPAIGN

During 2019 Total Resource Campaign, volunteers sold sponsorships and advertising opportunities to members for the remainder of 2019 and 2020. With their hard work, \$877K was secured during this campaign and 12 new members joined the Greater Topeka Partnership.

A special thank you to all the volunteers that had the opportunity to participate in the campaign this year.

2019 TOTAL RESOURCE CAMPAIGN LEADERSHIP:

- Campaign Chair Martha Bartlett Piland
MB Piland Advertising & Marketing
- Chair Elect Tim Krueger
- Team Captain Vision Bank
- Team Captain Craig Heideman
Kaw Valley Bank
- Team Captain Jim Rinner
Bartlett & West
- Team Captain List Stubbs
Security Benefit

VOLUNTEERS:

- Jared Beam, Insurance Consultants
- Amber Beckley, Beckley Chiropractic
- Paul Bossert, Key Staffing / Premier Employment
- Abbey Frye, Kansas Gas Service
- Kim Gronniger, Security Benefit
- Andrew Gutierrez, Brightway Insurance

- SJ Haszim, Project Forward
- Becky Holmquist, U.S. Bank
- Jamie Hornbaker, State Farm
- Jake Huyett, jhp
- Kim Konecny, Evergy
- Aimee Kosmala, Combined Insurance
- Cynthia McCarvel, Evergy
- Kyle Mead, Lawyers Title
- Ryan Mohwinkle, State Farm
- Joanne Morrell, Impact! Marketing Inc
- Shannon Nichol, Coldwell Banker
- Alex Orel, Kansas Bankers Association
- Mark Rezac, KS Commercial Realtors
- Stacy Ricks, Ricks Advanced Dermatology
- Yana Ross, Farm Bureau Financial Services
- Debbie Schwartz, Kaw Valley Bank
- Marc Shepherd, Copeland Insurance Company
- Zach Snethen, Horst, Terrill & Karst Architects, PA
- Jennifer Sourk, Midwest Health
- Tracey Stratton, Advisors Excel

The 2019 volunteers made every effort to contact as many members as possible during the campaign. If you were not contacted and would like to discuss the opportunities available for 2020, please send an email to TRC@topekapartnership.com.

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