



JEDO QUARTER 2 REPORT 2020





GO TOPEKA

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GOTopeka.com

719 S Kansas Ave. Ste. 100

Topeka, KS 66603

LEFT AND BELOW PHOTO:

Left: As a tribute and to show appreciation to essential workers during the early onset of the Covid pandemic, the Air National Guard 190th Refueling Wing flew over Topeka, Lawrence, Manhattan and Emporia.

Below: Several Top City Interns gathered at the Topeka Zoo and Conservation Center to kickoff this year's program. You can read more about it on page 16.



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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
87.3%

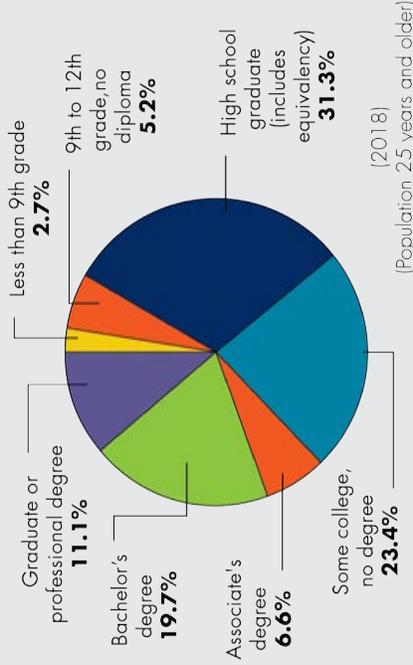
SHAWNEE COUNTY
88.2%

Four-year adjusted cohort formula
(All Schools 2018-2019) (1)

STUDENT-LEVEL METRICS (2019)



EDUCATIONAL ATTAINMENT (2018)



CERTIFICATES EARNED

1,251

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

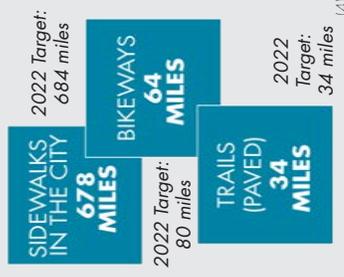
LIVABILITY

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.

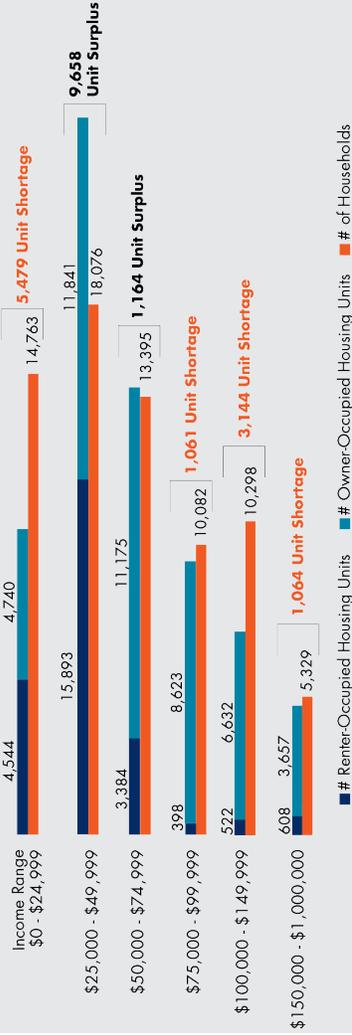


CREATE VIBRANT & ATTRACTIVE PLACES

PEDESTRIAN FRIENDLINESS (2019)



AFFORDABLE HOUSING (2018)



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

ATTENDANCE AT ATTRACTIONS (2019)

550,672
PEOPLE

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

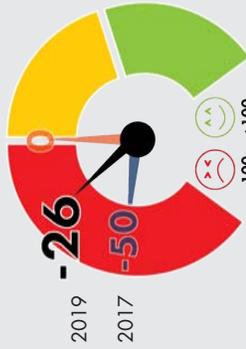
2022 Target: 750,000 people



PROMOTE A POSITIVE IMAGE

NET PROMOTER SCORE (NPS)

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



2022 Target: 0 NPS

(7)



GROW A DIVERSE ECONOMY

SHARE OF EMPLOYMENT AT NEW BUSINESSES

7,517 OR 9.65%
PEOPLE WORK AT A NEW BUSINESS

(New business is any that has been open less than five years)|(2018 Q4)

(8)

2022 Target: 7,093 people

ANNUAL MEDIAN WAGE IN TOPEKA

\$37,620

(2019 MSA)

(6)

2022 Target: \$39,000



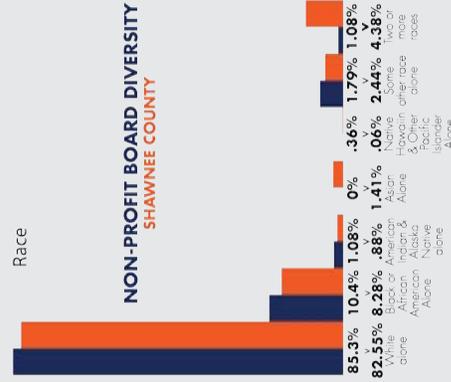
COLLABORATE FOR STRONG COMMUNITY

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.



NON-PROFIT BOARD DIVERSITY SHAWNEE COUNTY

PHYSICAL AND MENTAL HEALTH (2020)

3.6 POOR PHYSICAL HEALTH DAYS
3.8 POOR MENTAL HEALTH DAYS

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

2022 Target: (9)

2.7 Physical | 3.2 Mental

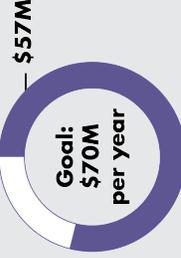
INFANT MORTALITY RATE (2020)

7.1 WITHIN 1 YEAR, PER 1,000 LIVE BIRTHS

(9)

PRIVATE CAPITAL INVESTMENT (2019)

(7)



2022 Target: \$350M

74,871

(Dec 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 (11)

52.02%

(1)

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

GO Topeka responded to nine project RFI's this quarter. We continue to see an uptick in projects that align with our targeted industries of Animal Health, Aerospace, and Bio Science, making up more than half of these new projects. Even through the economic hardships that can be attributed to the COVID-19 pandemic companies are making expansion plans for the future with Topeka and Shawnee County in mind.

9 NEW PROJECTS IN Q2



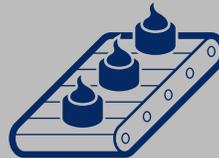
AEROSPACE

2



BIOSCIENCE/
ANIMAL HEALTH

3



PRODUCTION

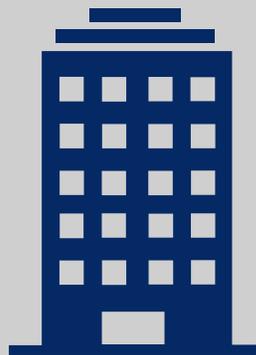
3



DISTRIBUTION

1

27 PROJECTS YTD



YEAR TO DATE
SITE VISITS

6



Grow a
Diverse
Economy

RETENTION & EXPANSION

4 ADDITIONAL PROJECTS

In the second quarter of 2020, GO Topeka hosted a virtual Manufacturing Breakout session for employers, facilitating a health protocols discussion to support and align business and health needs. GO Topeka has also been working with four existing companies, at different steps, looking to grow and expand in our community. A summary of the projects, with possible incentive package requests in the future:



PROJECT AVENUE

is a manufacturing company that expects to add up to 30 new jobs in the next five years and is currently determining potential capital investment.



PROJECT WHEAT

is also a manufacturing company that is assessing a possible 35,000 sq ft new construction location on up to a 20 acre site, with capital investment to be determined.



PROJECT DESIGN

is a professional services organization that has sought workforce support and recruitment assistance.



PROJECT ALLOY

is a construction company that is assessing the possibility of expansion with both capital investment and job creation.

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 Q2 of 2020

9

LIFE OF PROGRAM

757

FIRST OPPORTUNITY FUND

\$50,000

1 LOAN AWARDED

1 LINE OF CREDIT FOR \$50,000



4

NOTABLE NEW BUSINESSES

AXE & ALE
THE VINEWOOD
T ROCKS CHILDCARE CENTER
10-39 DESIGN LLC

4

NOTABLE EXISTING BUSINESSES

BEDSPRINGS & BURLAP
HAPPY BASSET BREWING
NORSEMEN
HEART & HOME DESIGN

SMALL BUSINESS INCENTIVES



INCENTIVES ISSUED, AMOUNT



INCENTIVES ISSUED, #

Through Q2 OF 2020

\$198,985

58

LIFE OF PROGRAM

\$1.31M

409

11

NEW BUSINESS

32

EXISTING BUSINESS

Some companies may have been awarded more than one incentive.

INCENTIVE TYPES



CONSTRUCTION

15



TRAINING

2



MARKETING

28



EQUIPMENT

21

JOBS IMPACTED

67

FULL TIME

63

PART-TIME

130

TOTAL



KANSAS PTAC

(PROCUREMENT TECHNICAL ASSISTANCE CENTER)

FEBRUARY 1, 2020 - JULY 20, 2020



NEW
CLIENTS

46

58%
of Goal



COUNSELING
HOURS

283

55%
of Goal



EVENTS HELD IN
SHAWNEE COUNTY

1



401

CONTRACT
AWARDS

"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."

TOTAL CONTRACT AWARDS FOR KS PTAC SUB-CENTER TOPEKA

(Service area covers 32 counties in NE KS)

\$ 60,095,447 = FEDERAL

\$ 0 = STATE & LOCAL

\$ 3,371,664 = SUBCONTRACTS

\$ 63,467,141 TOTAL AWARDS

SHAWNEE COUNTY BUSINESSES HAVE RECEIVED:

13

CONTRACT AWARDS
FOR A VALUE OF

\$1,224,950

OUT OF THE TOTAL
ABOVE AMOUNT

SOCIOECONOMIC STATS ON FEDERAL CONTRACT AWARDS

SMALL DISADVANTAGED BUSINESS **140**

WOMAN OWNED SMALL BUSINESS **72**

HUBZone **26**

SERVICE DISABLED VETERAN OWNED SMALL BUSINESS **15**

RETURN ON INVESTMENT (ROI)

FOR EVERY \$1 JEDO INVESTS, PTAC GENERATES

\$952

(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. This is the number that is used to base the ROI number on.)



INNOVATION & ENTREPRENEURSHIP



Grow a
Diverse
Economy

INNOVATION CAMPUS

To support Topeka's growth as a hub of innovation powered by Plug and Play, GO Topeka has initiated two viability assessments for the future Topeka Innovation Campus. Two nationally recognized real estate developers, Clark Enersen/MAG Partners and BioRealty/CRB have been contracted to lead the assessments; they are expected to present their findings in fall/winter 2020. River South Area in downtown Topeka and the Kanza Education and Science Park have been named as potential sites for the innovation campus. The information yielded from the viability assessments will help determine the right course of action to properly leverage our existing innovation assets, create new growth and, in turn, propel Topeka's status as the hub of innovation in the Midwest. The assessments have been sponsored in part by Evergy through their local partner program. Thank you, Evergy!



Plug and Play is set to announce the animal health/ag tech accelerator founding members this summer. Four of five corporate partners are in final contract negotiation stage. The announcement will open up the application period for startups to become part of the first cohort starting in September.

"Plug and Play Topeka" has committed to be a sponsor of the Animal Health Corridor Summit industry event Aug 31-Sept. 2. For more information and to register for this virtual event, please visit <http://kcanimalhealth.thinkkc.com/events/animal-health-summit>. GO Topeka will also be supporting the event and the KC Animal Health Corridor community by providing coaching to competing animal health startups, preparing them for virtual pitches to both investors and strategic partners.





Grow a
Diverse
Economy



WHEELHOUSE

I N C U B A T O R

WHEELHOUSE INCUBATOR

The second cohort of the Wheelhouse Incubator Program graduated on July 27. Despite the challenges posed by the COVID-19 disruption, the spring cohort of the Wheelhouse Incubator program successfully wrapped this spring session. Seven local small businesses are working with their assigned mentors to target one specific goal that helps their business reach the next level of growth. Please help us celebrate these graduates of the 2020 cohort: Sandy Tucker, owner of Bite Toffee, LLC; Cheryl Newton, owner of CAN, LLC.; Jake Taylor, owner of Curb Appeal Power Wash, LLC.; Denise Selbee-Koch, owner of Dirty Girls Adventures, LLC.; Melinda Williamson, owner of Morning Light Kombucha, LLC.; Angie Grau, owner of Paper June, LLC.; and Jason Garland, owner of Unique Solutions Services Cleaning Systems, LLC.

The program had suspended the cohort sessions for two months, but restarted on June 22 helping the cohort members reposition their businesses for success as they ramp up again with COVID-19 restrictions being lifted. In true entrepreneurial fashion, the program pivoted to a virtual format to achieve the same results. For the time being, GO Topeka will continue to offer relevant programming in a way that is safe and at the same time effective for participants and program managers – virtually.





Develop
Homegrown
Talent

WORKFORCE & TALENT

2020 Q2 NUMBERS

TOTAL POPULATION*

123,927 in Topeka
174,799 in SNCO

2,234,827 in Kansas
260,049,000 in USA

LABOR FORCE PARTICIPATION

63,120 in Topeka
90,465 in SNCO

1,496,709 in Kansas
158,229,000 in USA

EMPLOYMENT

55,612 in Topeka
81,547 in SNCO

1,351,464 in Kansas
137,866,000 in USA

JOBS

81,891 in Topeka
96,025 in SNCO

Topeka down **.7%** from last year
SNCO down **.8%** from last year
1,386,203 in Kansas
147,172,138 in USA

AVERAGE WAGES

\$46,210 in Topeka
\$46,157 in SNCO

Topeka up **.6%** from last year
SNCO up **.6%** from last year
\$48,012 in Kansas
\$59,095 in USA

LABOR FORCE PARTICIPATION RATE

50.93% in Topeka
51.75% in SNCO

66.97% in Kansas
60.85% in USA

EMPLOYMENT-POPULATION RATIO

44.87% in Topeka
46.65% in SNCO

60.47% in Kansas
53.02% in USA

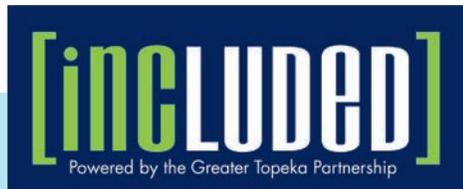
UNEMPLOYMENT RATE

11.9% in Topeka
9.9% in SNCO

9.7% in Kansas
12.9% in USA

*Total Civilian Non-institutionalized
Population






Collaborate
for a Strong
Community

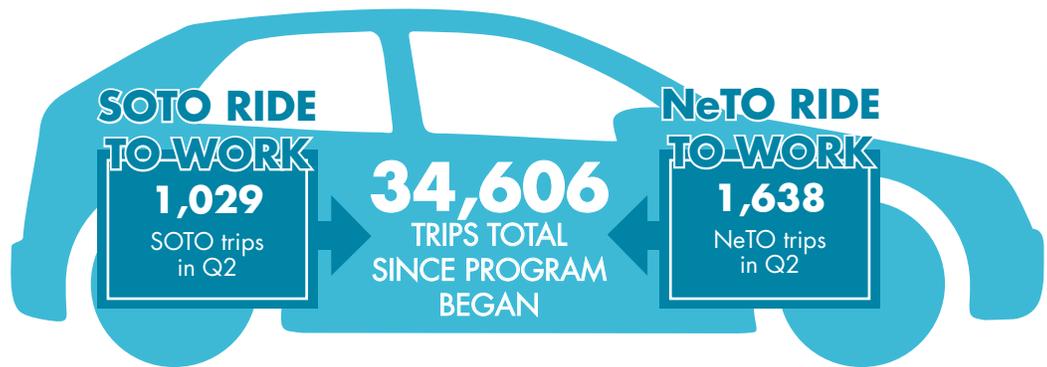

Develop
Homegrown
Talent

iINCLUDED hosted their first virtual meeting via zoom during the second quarter of 2020 in June and heard from Cain Davis, CEO of Diversified Consulting Concepts, as he shared the Business Case for Workplace Diversity. The presentation shared how workplaces mirror our communities and the changes we continue to experience. Addressing the value that diversity in the workplace provides, participants discussed how to attract and retain innovative, creative, productive and engaged employees.

We will host the next virtual iINCLUDED Meeting, **Racism 101** on August 12 from 11am – 1pm. Join us for an online presentation and conversation facilitated by Kathleen Marker, YWCA CEO and Marty Hillard, community activist and YWCA Advocacy committee member. Together we'll explore the four levels of racism, how they stand alone, and how they interact with each other, Follow the Partnership social media for Zoom registration information.



Bio: Kiara Kaiser is a lifestyle photographer, local to the Topeka/Lawrence area. She aims to capture real life situations, events, or milestones in the community.
Links: Facebook <https://www.facebook.com/profile.php?id=100004817072769>
Instagram <https://www.instagram.com/kiarakaiser/>



CaRE PROGRAM 413
free rides in Q2 due to pandemic transportation funding

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 3,500 submissions with resumes or questions along with over 1,700 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 choosetopeka.com/press/.

3,500+
Submissions YTD

1,700+
Calls YTD

20
Candidates Submitted YTD

\$101,250
in Matching JEDO funds YTD

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.



TOPCITY INTERNS

The 2020 TopCity Interns kicked off this year's program with a welcome event at the Topeka Zoo on June 6. The interns got a behind the scenes tour of the Topeka Zoo as well as a meal and drinks from local favorite Norsemen Brewing Co. The 2020 intern class had over 80 interns that were hosted by local companies both in-person and virtually.

Other TopCity Interns programming consisted of a virtual live-stream with influential Topeka leaders about the positive change going on in Topeka. Attendees were able to submit questions and receive answers from local leaders' panelists. The interns also attended a financial lunch and learn hosted by Clayton Wealth Partners where they learned responsible financial management. They rounded the program out with a game of Bingo that encouraged them to explore Topeka and possibly win prizes.

What is TopCity Interns?

TopCity Interns seeks to help college graduates give serious consideration to Topeka for their first jobs in their chosen professions. Through large-scale social gatherings and regularly scheduled education programs, Forge aims to impart a lasting, positive impression of Topeka and Shawnee County as a place for young talent to live, work and play.





\$1,102,710
 Distributed to **285**
 Shawnee County
 businesses



Supported over
2,300
 furloughed workers,
 totaling over
\$540,000
 in impact relief



HOST

Helping Others Support Topeka

Created to provide emergency recovery and relief to Shawnee County small businesses, the HOST Relief Program has provided more than \$1M in funding toward local economic recovery in the last three months.

The Greater Topeka Partnership and GO Topeka shared how its HOST Relief Program has taken the lead to support local economic recovery by providing relief funds to Shawnee County small businesses. Since the program's kickoff in late March 2020, a total of \$1,102,710 has been distributed to 285 small businesses through HOST private donation or public grants. HOST, or Helping Others Support Topeka, was created to provide emergency and recovery funding for local businesses affected by the COVID-19 pandemic. In addition to providing up-to-date figures on the recovery impact of the relief program, HOST announced a special gift card donation to Shawnee County first responders.





UPCOMING EVENTS

AUGUST

- 5 Brownbag Concert
- 7 TopCity Teachers
- 8 Second Saturday Concert
- 8 Cruisin' the Capitol
- 12 Brownbag Concert
- 14 Movie on the Lawn
- 17 Topeka Partnership Golf Tourney
- 18 Business Unwind
- 19 Brownbag Concert
- 27 State of Community

SEPTEMBER

- 9 Power Breakfast
- 9 JEDO Meeting
- 15 Business Unwind
- 23 DTI After Hours
- 26 Jazz & Food Truck Festival

OCTOBER

- 20 Business Unwind

NOVEMBER

- 3 Business Expo
- 5 MRC Luncheon
- 12 Economic Outlook Conference
- 12 DTI After Hours
- 17 Business Unwind
- 19 Small Business Council Roundtables
- 28 Small Business Saturday



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





A Greater Topeka Partnership Organization



Prepared for JEDO
Joint Economic Development Organization