

go
topeka
Quarterly
Report

Q2
2022



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GO Topeka
Staff



GO Topeka
785.234.2644
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Cover photo:
Multicultural Mural Reveal

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Staff Members



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2022 GO Topeka
Board of Directors



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

KEY



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 07.29.2022



DEVELOP HOMEGROWN TALENT

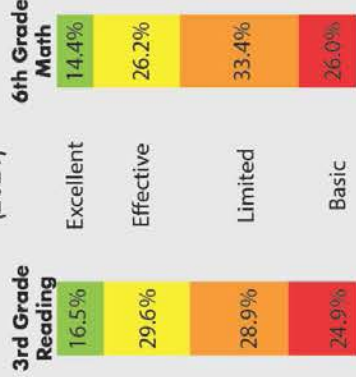
GRADUATION RATE

STATE OF KANSAS
87.9%

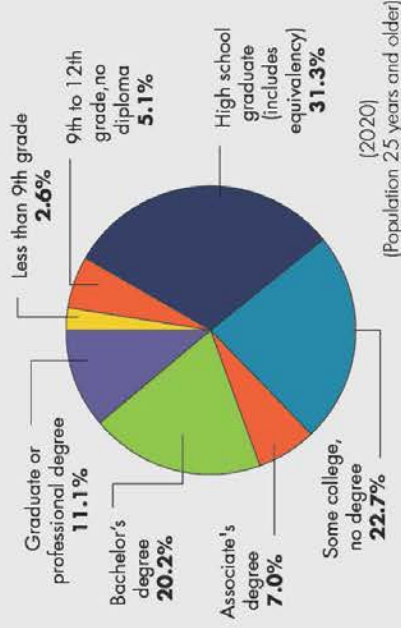
SHAWNEE COUNTY
87.8%

Four-year adjusted cohort formula (all Schools 2020-2021) (1)

STUDENT-LEVEL METRICS (2021)



EDUCATIONAL ATTAINMENT



CERTIFICATES EARNED

1,106

(Less than a 2-year degree) (2020)



CREATE VIBRANT & ATTRACTIVE PLACES

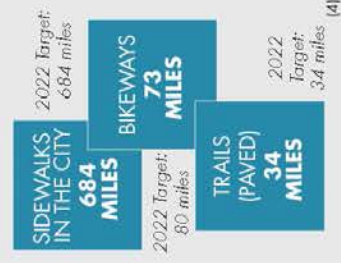
LIVABILITY

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

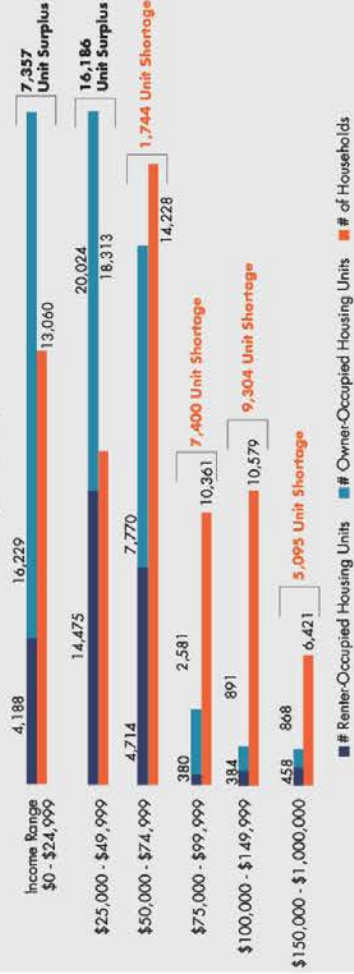


2022 Target: 58 AARP livability index

PEDESTRIAN FRIENDLINESS (2021)



AFFORDABLE HOUSING (2022 Q1)



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

ATTENDANCE AT ATTRACTIONS (2021)

508,519
PEOPLE

Total attendance of the following Shawnee County Attractions:
 Apollo Zoo, KS Children's Discovery Center, IRAC, Old Prairie Town, KS State Capitol, T.C. Sullivan Soccer Machine, McMane Art Museum, Brown Museum, Museum of KS Nat'l Capitol, Central KS Museum, Jayhawk Theater, Rich House, Great Overland Station

2022 Target: 750,000 people



PROMOTE A POSITIVE IMAGE

NET PROMOTER SCORE (NPS)

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



2022 Target: 0 NPS (7)

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

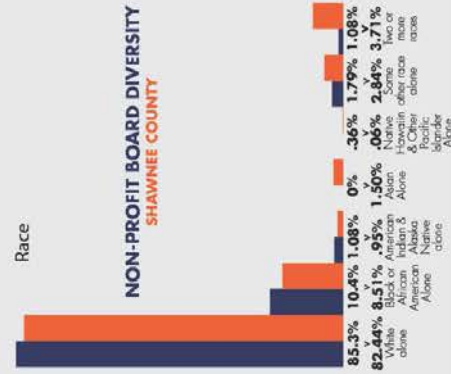
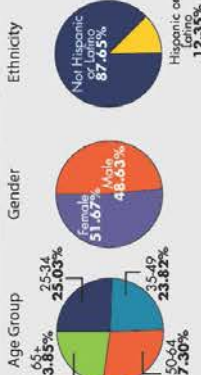
COLLABORATE FOR STRONG COMMUNITY

NON-PROFIT BOARD DIVERSITY (2021) (7)



2022 Target: 0 NPS (7)

CURRENT SHAWNEE COUNTY DEMOGRAPHICS



PHYSICAL AND MENTAL HEALTH (2021)



2022 Target: 3.2 Mental (9)

2.7 Physical | 3.2 Mental

INFANT MORTALITY RATE (2021)



GROW A DIVERSE ECONOMY

SHARE OF EMPLOYMENT AT NEW BUSINESSES



(New business is any that has been open less than five years)(2020 Q3) 2022 Target: 7,093 people

ANNUAL MEDIAN WAGE IN TOPEKA



2022 Target: \$39,000

PRIVATE CAPITAL INVESTMENT (DECEMBER 2022) (7)



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

2022 Target: \$350M

TOTAL PRIVATE JOBS



(December 2021) (Private = Non-Government jobs) (5)

2022 Target: 79,000 jobs

GLOBAL METRICS

GDP OF DOLLARS (10)



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



2022 Target: \$11,500 GDP in billions of current dollars

NUMBER OF PEOPLE WORKING, BUT NOT LIVING IN SHAWNEE COUNTY (2019) (8)



STUDENTS ELIGIBLE FOR FREE OR REDUCED LUNCHES



POVERTY RATE IN SHAWNEE COUNTY (2020) (11)



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

GO Topeka works continuously to bring awareness of the business assets in Topeka and Shawnee County to site selectors and companies looking to relocate or expand. Currently, the new business attraction portfolio holds 38 active projects in various industry sectors: 23 manufacturing, eight aviation, two food processing, three general office, and two bioscience.



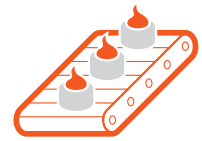
Manufacturing

23



Aviation

8



Food Processing

2



Office

3



Bioscience

2

38

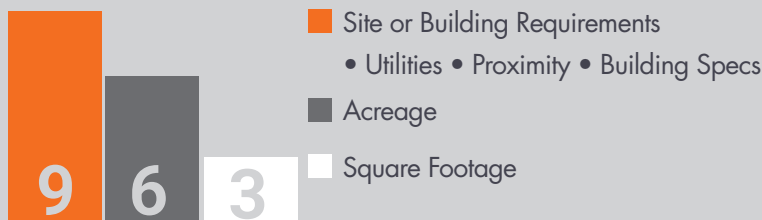
ACTIVE PROJECTS

GO Topeka put together an aviation brochure to highlight the assets at Topeka Regional Airport. This was taken to the Farnborough Airshow in the UK which is a global networking event that hosts over 96 countries and 1500 exhibitors from every industry sector looking for new business opportunities. The event was in mid-July and attended by Senator Moran, our aviation consultant and a representative from the Kansas Department of Commerce. View the aviation brochure on gotopeka.com.



No Submission

Some inquiries from companies interested in relocating or expanding have criteria Topeka and Shawnee County does not meet. Details around requests GO Topeka was unable to compete for are below:



Additional Specific Requests

- 40 Minutes from airport
- Energy capacities
- Large shovel-ready tract with direct runway access
- Previously a bakery



Special JEDO Meeting Reveals Latest BRE Projects

GO Topeka was hard at work advancing business retention and expansion projects during the month of June, helping local businesses grow their operations. A special Joint Economic Development Organization (JEDO) meeting was held on July 13, and the following projects were announced:

- Polo Custom Products, previously referred to as “Project Julia” is an expansion that is expected to result in an estimated economic impact of \$61 million over 10 years, with Polo Custom Products projected to make a \$700,000 capital investment. The expansion will create several new full-time jobs with an average salary of \$59,000, plus benefits. The company also intends to provide training for up to 60 existing positions, with the goal of improving outcomes for those employees so they may pursue subsequent opportunities for advancement. The performance-based JEDO incentive for this project is up to \$98,900, resulting in a 142% return on investment.

“We’re proud to be headquartered in Topeka and look forward to growing our business, giving back to the community each step of the way,” said Kent Lammers, president and CEO of Polo Custom Products. “We’re thankful to JEDO and our wonderful community leaders for helping make this possible.”

- Topeka Foundry & Iron Works, previously referred to as “Project James”, is an amendment that builds on the prior “Project Bond” agreement approved in May 2020, as TFI needed to make an additional \$5 million capital investment in the existing project. In total, the company’s expansion is expected to result in a \$210,500,000 economic impact over 10 years, with \$2.5 million of that economic impact resulting from the Project James amendment. The performance-based JEDO incentive for Project James is \$10,000, representing a 450% return on investment.

“The support of GO Topeka and JEDO, coupled with the great people and work TFI has become known for, are key drivers of the growth we’re witnessing today,” said Jon Haas, owner of TFI, an HME company. “The expansion includes investments in new technology and building restorations at 2nd and Jackson, bringing more work and more jobs to Topeka.

- Mainline Printing, previously referred to as “Project Tree”, is an expansion that is expected to result in an estimated economic impact of \$104 million over 10 years, with Mainline projected to make a \$10 million capital investment over the next five years. The expansion will create up to 20 new full-time jobs with an average salary of \$40,000, plus benefits. The performance-based JEDO incentive for this project is up to \$250,000, resulting in a 298% return on investment.

“I’ve been impressed with the entire incentive process, as well as current efforts to keep momentum rolling in the Topeka area,” said John Parker, Jr., Mainline’s chief operating officer. “It has been incredible to work with our local and state government partners. We’re thankful to Molly and her team at GO Topeka and the team over at the Kansas Department of Commerce for helping make Mainline’s expansion a reality. As a family business that has called Topeka home for more than 60 years, Mainline is excited to carry on that legacy, as we continue to create new opportunities for employment and advancement.”





Kansas PTAC

(Procurement Technical Assistance Center)
February 1, 2022 - July 21 2022

\$19,209,584

Total Contract Awards for KS PTAC - Sub-Center Topeka¹

\$18,743,199

Federal

+

\$337,600

State & Local

+

\$128,785

Subcontracts

6

CONTRACTS AWARDED
TO SHAWNEE COUNTY
BUSINESSES TOTALING
\$764,725²

\$310

RETURN ON
INVESTMENT (ROI)
FOR EVERY \$³1
JEDO INVESTS

SOCIOECONOMIC STATS ON FEDERAL CONTRACT AWARDS

31

Small Disadvantaged
Business

21

Woman-Owned
Small Business

12

HUBZone

4

Service Disabled
Veteran-Owned
Small Business

48

NEW CLIENTS

282

COUNSELING HOURS

6

TRAINING EVENTS
HELD

125

CONTRACT AWARDS⁴

¹Service area covers 32 counties in NE KS

²Out of the Total Awards Amount shown above

³JEDO was requested to invest \$61,877 in the KS PTAC program for FY2022. This is the number used to calculate ROI.

⁴This 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.



Topeka In The News

Wall Street Journal and Realtor.com Rank Topeka Top US Housing Market

Less expensive cities with strong local economies climbed The Wall Street Journal/Realtor.com Emerging Housing Markets Index in the first quarter, another sign that many home buyers are giving priority to affordability.

Fast-rising housing prices have pushed buyers from expensive coastal cities into cheaper housing markets in recent years. Expanded remote-work opportunities and a search for different lifestyles during the Covid-19 pandemic have accelerated the trend.

In Topeka, Kan., which ranked 16th in the first-quarter rankings, affordable prices also are attracting out-of-state buyers and investors, said real-estate broker Abbey Wostal. The median sales price in the Topeka metro area was \$155,000 in the first quarter, down 1.6% from the same period in 2021, according to the Sunflower Association of Realtors.

"Topeka, we've always said, we're kind of a great little secret," she said. "It may not be where you choose to vacation, but it is a great place to live, because it's affordable."

To read the full release, visit GOTOpeka.com.

Topeka appears to be hitting a stride. But doubts linger. What will inspire more to believe in the Capital City?

New life downtown and community-wide collaboration fuels optimism. But concerns about how the city is perceived must still be addressed.

Concerns about quality of life, image, economy and public safety have been long pervasive, and confirmed in recent surveys, in Topeka. Changes being wrought downtown and beyond could represent a turning point in the narratives being told about and

by the community. But it might still take time – and additional wins – for a more optimistic outlook about Topeka to fully take hold.

One of the key origins of this metamorphosis is located just a block away from the Capitol – the Greater Topeka Partnership, an umbrella organization encompassing economic development, chamber relationships, downtown revitalization, tourism, leadership programs, equity and inclusion initiatives, and more.

Matt Pivarnik, president and CEO of the partnership, took the job in December 2015. While waiting for his family to join him in 2016, Pivarnik lived downtown for a few months and lamented the lack of establishments where he could grab dinner or a beer.

Pivarnik saw the city's merits and potential immediately, well before many of the aforementioned enhancements and investments on Kansas Avenue and elsewhere in the community came to fruition. Fully committed, the father of three sons – one still at home then – moved not only his own family to Topeka but his mom, stepdad and in-laws too.

"My family's lived all over the place," says Pivarnik. "Although we all fell in love with Topeka right away, many people who had grown up here only saw the negatives. I was shocked by the pervasive self-loathing. There were definitely things to fix, but Topeka was a lot better than what its regional image should have been then."

For more news, visit
gotopeka.com/news





Entrepreneurship & Innovation

BioKansas Golf Scramble

BioKansas held its Topeka golf scramble June 23 at Prairie Band's Firekeeper Golf Course. GO Topeka sponsored a hole and had its innovation and entrepreneurship staff participate to provide updates on innovation in Topeka. Although weather caused play to be cut short, it didn't dampen the networking and collaboration opportunities available to participants and volunteers.



In The Pipeline

- Engagements with Washburn University, Kansas State University, and University of Kansas
- Animal Health and Ag Tech Ecosystem Engagements
- Plug and Play Showcase Event
- Global Entrepreneurships Week - 6 events being planned

DealRoom

GO Topeka announced the launch of Kansas Innovation Dealroom, a new digital platform designed to track startup activity in northeast Kansas and provide access to company information and ecosystem metrics that demonstrate how the area's entrepreneurial ecosystem evolves over time. Used by company founders, startups and scale-ups, venture capital firms, and ecosystem stakeholders, the Dealroom platform helps stimulate connections and investments, leading to a more robust and visible startup landscape.

"We are eager to take advantage of Kansas Innovation Dealroom to better support and promote our ecosystem and engage with our existing and potential stakeholders," said Laurie Pieper, vice president of entrepreneurship and small business for GO Topeka. "Tech startups are a major driver for new-jobs growth and importation of capital, as well as for enhancing our region's ability to be competitive in the global marketplace."

"Utilizing our strong partnerships with Plug and Play and our local and regional corporations, while leveraging existing innovation-related strengths in industries such as animal health, food systems, sustainable energy and fintech — we see this launch as a big opportunity to draw further attention to our innovation ecosystem and to help us grow that ecosystem through better data," said Stephanie Moran, GO Topeka's senior vice president of innovation.



Initially, Kansas Innovation Dealroom — which may be found at Kansas-Innovation.Dealroom.co — will focus on data and content for the greater Topeka area. It will continue to be built out as more connections are made through the platform. During the second phase, which is expected later this summer, the platform will expand to include data for the greater Manhattan area. The Manhattan Area Chamber of Commerce and K-State Innovation Partners are joining GO Topeka to make this a regional effort.

"We are delighted to be joining GO Topeka in the launch of Kansas



Innovation Dealroom because we see this as a much-needed toolkit for enabling us to have better connectivity with startups and scaleups interested in growing in our community, and for helping connect them with potential investors from around the globe,” said Daryn Soldan, economic development director for the Manhattan Area Chamber of Commerce.

“There is tremendous potential for innovation and technology launches in northeast Kansas,” said Kent Glasscock, president of K-State Innovation Partners. “Regional efforts to connect with startups — and to make connections for them — are vital for giving the area a prominent place on the map of communities supporting high-growth-potential startups. K-State is excited to see the evolving partnership behind the Kansas Innovation Dealroom launch.”

“The Kansas Innovation Dealroom is an exciting example of how partners in Topeka and Manhattan are working together to advance innovation and new technologies that will create lasting economic impact for northeast Kansas,” said Lieutenant Governor and Department of Commerce Secretary David Toland. “GO Topeka’s support for high-growth-potential startups aligns perfectly with Governor Laura Kelly’s economic development policy, which is focused on developing modern skills and innovation throughout the state.”

Kansas Innovation Dealroom is specifically designed to support scaling tech communities with reliable intelligence and novel insights. It is a collaborative project that will offer the most detailed picture to-date of the northeast-Kansas tech scene. The open-access platform shines a light on overarching trends in the region; improves transparency in tech funding sources; and provides detailed data on startups, scale-ups and corporate entities in our area.

Create A Profile

- Go to Kansas-Innovation.dealroom.co
- Create a free profile (quick and easy through a linkedIn account)
- Claim your business profile and review/update as needed with team members, buesiness serves, etc.

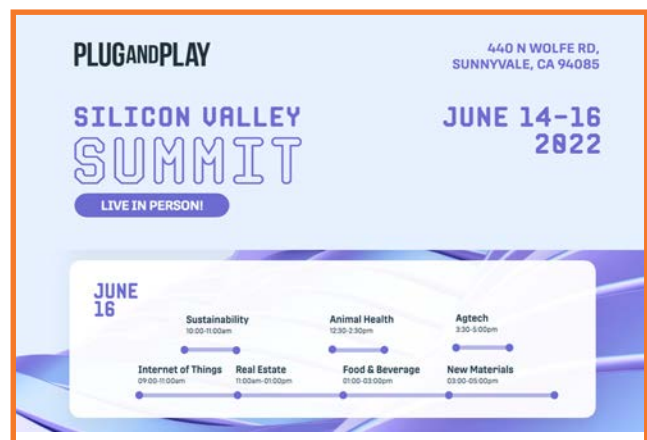
Plug and Play Summit

Plug and Play held a summit in Silicon Valley June 14-16, with 2,000+ attendees and 200+ startups representing more than 18 Plug and Play verticals. Animal Health startups traveled from Rome, Israel,



Washington D.C., Oregon and California to present on June 16, and to participate in a panel discussion

and various demonstrations. Participating companies included Hargol Food Tech, Helpet, NovoNutrients, PupPod and Tele Tails. Virtual presentations were also made by Adrich, W-Cycle, Natural Machines, Yoran Imaging and Kael Technologies. Lindsay Lebahn, program manager, and Eric Buda, senior corporate partnerships manager, represented the Plug and Play Topeka team, alongside representatives from Hill’s Pet Nutrition and Cargill, both corporate partners of the Topeka program. Stephanie Moran, senior vice president of innovation, attended on behalf of GO Topeka. While there, the Topeka group met with three potential new corporate sponsors of the northeast-Kansas accelerator.



Small Business Incentive Program

Incentive Types

15

\$91K

Construction

20

\$32.5K

Marketing

6

\$13.5K

Architecture
& Design

18

\$87K

Equipment

1

\$5K

Proof of Concept

PREAPPROVAL THROUGH
Q2 OF 2022

LIFE OF PROGRAM

60

567

Incentives
Totaling

Incentives
Totaling

\$229,000

\$2,318,525

Some companies may have been awarded more than one incentive.

Programs that have completed their performance terms to date under the 2022 program rules.

3 Business Starts

3 Business Expansion

- One business transitioned to a primary employer

Small Business Incentives Application and Other Documents Now Available In Spanish

GO Topeka is now offering application materials in Spanish for its Small Business Incentives program. To obtain Spanish-language materials, one can simply contact SmallBusinessIncentives@TopekaPartnership.com or find these documents on the website with a dedicated page in all Spanish that is identical to the main Small Business Incentives page.





Small Business Newsletter

GO Topeka in March launched a monthly newsletter geared toward small businesses, entrepreneurs and startups. Dubbed “Big News for Small Business,” this newsletter aims to provide all the local business related news area professionals need to know about upcoming events, opportunities and much more. If you would like to receive the communication, send a note with the subject line “Big News for Small Business” to the communications manager at India.Yarborough@TopekaPartnership.com.

GO Topeka Launches Propeller Program

In June, GO Topeka launched its Propeller program! Propeller is a new mentorship network that is designed to help local entrepreneurs set course, lift off, and arrive at their desired destinations with the help of subject-matter and industry experts. Propeller’s inaugural event was a conversations-based matchmaking session with entrepreneurs and mentors who have signed on for the three-month “Summer Journey.” Thanks go out to the first round of participating “Pilots” (mentors) and “Navigators” (entrepreneurs)!

- Advisory team has been established
- Beta-testing of model for new mentorship network for entrepreneurs:

Seven Mentors

Eight Mentees

Each had up to three matches for mentoring

- Networking events with invited guests
- Applications are now being accepted for Autumn Journey



Upcoming Events

- BioKansas Innovation Festival
- Propeller Fall Journey
- Global Entrepreneurship Week
- Shop Local/Small Business Saturday

Small Business Council Hosts U.S. Chamber Rep

At its June meeting, the GTP’s Small Business Council hosted Tom Sullivan, vice president of small business policy for the U.S. Chamber of Commerce. Sullivan joined the meeting virtually to discuss how local chamber members benefit from advocacy by the U.S. Chamber. The SBC’s next meeting is slated for August 18.





Equity and Opportunity

Equity at the Center of MO27

The Greater Topeka Partnership is set to introduce its DEI Equity and Opportunity Strategy. Intertwined throughout the Momentum 2027 Plan, equity will be at the Center of each of the pillars. Positioning equity will allow for the discovery of inequalities and disparities and set the stage for focused work. The three Strategic Pillars of the Greater Topeka Partnership's Equity and Opportunity Strategy are:

Awareness: A place to learn and increase the business community's knowledge of diversity, equity, and inclusion.

Economic Inclusion: A place to prosper and ensure that all individuals can enjoy the benefits of what Topeka has to offer.

Commitment: A place to belong by elevating opportunities to address gaps for underrepresented/under-resourced communities across Topeka-Shawnee County.

MWBD Traffic Increasing

Minority & Women Business Development traffic is increasing, with more than 14 individuals seeking counseling and/or financing in recent weeks. GO Topeka's MWBD program has initiated a strong collaboration with Shawnee Startups and the Washburn Small Business Development Center to conduct extensive outreach. That outreach will enable MWBD to keep more businesses informed, educated and connected. The goal is to sustain local businesses and connect them to growth resources.

United WE Launches Kansas Women's Economic Development Task Force and Town Hall Series to Unlock Kansas Women's Economic Potential

United WE, a nonpartisan nonprofit with a mission to advance all women's economic and civic leadership, is launching a Kansas Women's Economic Development Task Force to study issues related to women's participation and advancement in the workforce. A Town Hall Series is being hosted across Kansas this summer by United WE and the Task Force to identify barriers impacting women in the workplace and entrepreneurship, including childcare, paid family leave, broadband access, and more.

The strength of the Kansas economy and democracy depends upon women's full participation. The McKinsey Global Institute found that Kansas could grow its economy by 10-15% by 2025 if women's participation in the workforce increased.



"There are structural barriers that are preventing women – and in turn the state of Kansas – from realizing its potential," said Wendy Doyle, United WE President & CEO. "With support from our impressive women-led Task Force, this Town Hall Series is a sharing and listening opportunity for all women and allies across the state to unite and be heard. When women succeed economically, their families succeed, their communities succeed, and their state succeeds."

The data collected via qualitative research during the Town Halls will culminate into a comprehensive report outlining the key barriers women in Kansas face toward economic and civic parity. The task force will also draw on existing research commissioned by United WE, including The Status of Women in Kansas research report. The Town Hall report will be released publicly in November 2022 and used to educate policymakers and influence change for women in Kansas.

The Task Force launched last week with a virtual meeting and



includes 33 civic and business leaders and elected officials from across the state

On June 23, GO Topeka's Glenda Washington, chief equity and opportunity officer, and fellow GTP staff members took part in United WE's town hall held at The Beacon. Washington sits on United WE's Kansas Town Hall Task Force. The Topeka town hall — which was the first session in a statewide listening tour — allowed local women and allies to share their experiences related to barriers impacting women's participation and advancement in the workforce.



MWBD IMPROVING ACCESS TO RESOURCES FOR SPANISH-SPEAKING BUSINESS OWNERS

Earlier this year, GO Topeka's MWBD program set out to remove barriers that have hindered certain business owners from accessing resources. In line with that effort, staff, along with a Spanish speaking translator, have visited about 12 Latino-owned businesses this year. Four site visits were conducted in July, and several financial opportunities were uncovered for those owners. Staff has begun tracking these businesses more closely and plans to follow their growth and report on the impact MWBD resources make.

Events and Activities

2022 QUARTER 2

United WE Listening Tour

2nd Quarter Tour & Listening Sessions

UPCOMING IN 2022

Minority Enterprise Development Week (Sept. 11-17)

DEI Summit (Sept. 27)

Fall Women's Forum

Minority Business Boot Camp

Various training programs

3rd Quarter Tour & Listening Sessions

Minority Business Pitch Contest (Sept)

Supplier Diversity Initiative (Meet the Buyer Match)

What are we working on?

DEI Summit

- Allyship Panel
- DEI Roundtables

Quarterly Tours

- Visited 8 businesses

Monthly Outreach Efforts

- Site Visits (4)
- Network Kansas Meeting

Women's Initiatives

- United WE
- Athena Graduate Facilitators

Loan Fund

- 12 Loan Requests

Collaborations

- Network Kansas
- Shawnee Startup
- Empowerment Fund

Kansas Women's Economic Development Task Force





Forge Young Talent

1st Quarter Programing

FEBRUARY 18

Live Your Dream Symposium

FEBRUARY 24

VIP Tour Capper Foundation

FEBRUARY 24

TopCity Teacher/Forge

2nd Quarter Programing and Events

APRIL 23

TopCity Half Marathon Volunteer Opportunity

APRIL 24

Prep Your Bike & Let's Ride

APRIL 27

Drink Outside the Box

MAY 7

Helping Hand Humane Society Volunteer Opportunity

MAY 12

Mimosa Yoga on the Terrace

MAY 19

May Pub Club & VIP Tour

JUNE 9

DEI Membership Mixer

JUNE 13

Emerging Leaders Stories

**SEE MORE EVENTS ON
GOTOPEKA.COM**

Spring Recruitment Campaign Success

The Spring Recruiting Campaign finished at the end of May and the performance of the campaign exceeded goals and expectations. The campaign ran for 7-weeks starting the second week of April after the launch of the new topekaforge.org website at the end of March. The first stage of the campaign featured two sets of social ads, and 3 digital ads rotating on WIBW channels. In the first stage the campaign the social ads had over 55,000 impressions and reached over 24,000 people while the WIBW ads saw just under 94,000 impressions.

During the second stage of the campaign, we switched out our creative and adjusted the messaging but continued advertising through the same channels. The social ads in the second stage of the campaign accumulated more than 89,000 impressions and reached over 20,000 people. While the digital ads through WIBW saw an additional 30,000 impressions.

Through the 7-week campaign the social ads earned 145,153 impressions and reached 44,814 people while the digital ads through WIBW accumulated 124,018 impressions.

This led to 71 new Forge signups in 7-weeks.

Events

Forge continues to focus on events that have a positive impact on the quality of life of young professionals in the Topeka and Shawnee county area. Our events touch a wide range of quality of life pillars like health, family, education, and belonging and we have increased collaboration with other community organizations to increase our reach and impact.

Forge hosted a Family fun day which saw 300 - 400 people at Evergy Plaza playing in the fountains, listening to music, playing games, and getting their face painted along with food trucks and Kona Ice.

Forge also volunteered to operate the soda station at the Fiesta Mexicana. More than a dozen Forge members signed up to volunteer throughout the night to help give back to an awesome community event.

In Partnership with CoreFirst Bank and Trust and the GTP, Forge co-hosted a combined Business Unwind and Forge Pub Club. This event

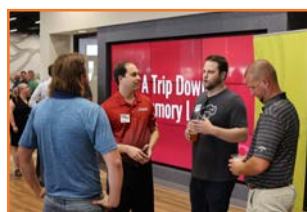


Choose Topeka and Workforce



brought both young professionals and established professionals together for an evening of networking, drinks, food, and some awesome live music. Shout out to CoreFirst Bank & Trust for the support of Forge and throwing one heck of a party!

Forge also co-hosted a Blood Drive in partnership with the Community Blood Center. To give back to the community and to help make it a better place, Forge members and the public signed up and gave blood during a critical blood shortage. Each donor received an official Royals Together t-shirt.



Manufacturing Day

For the first time, GO Topeka and Washburn Tech are teaming up to host an event for National Manufacturing Day, which falls on the first Friday of October each year. The two entities are in the planning stages of putting together a fun day for area high school students, who will be invited to learn about the manufacturing industry and what companies in the area have to offer. Washburn Tech is providing space for the pair to host a morning-through-early-afternoon event on Friday, Oct. 7. They plan to invite area manufacturers to set up booths at the event, so attending high schoolers will have the opportunity to learn more about each company, including any internship opportunities they may offer and any training or education they may require. Companies will also be encouraged to provide swag or offer demonstrations to entice students to stop by their tables. The local manufacturing-day event isn't a job fair; rather, it will be set up more like a career fair for students who are still determining what they want to do after high school. There will also be short presentations by a guest speaker and the event's host sponsor.

TopCity Interns

TopCity Interns kicked off on June 2 for over 150 interns with our kick-off event at the Topeka Zoo. In addition to our kick-off event The TopCity Interns program also hosted a social event at the Pennant where more than 50 interns played games, enjoyed drinks and food, and got to meet other interns and make connections within Topeka. We also offered a webinar covering financial basics for college interns. The webinar was in partnership by Clayton Wealth Partners. The TopCity Interns program also hosted an Influential leaders Panel at Advisors Excel. This panel featured LeTiffany Obozele, Matt Pivarnik, and Dawn McWilliams and they share insights into the Topeka and Shawnee County community to more than 50 interns.

To end the summer TopCity Interns hosted a TopTracer Golf Bash as GreatLife North. This event saw around 60 interns playing golf, eating, drinking, networking and having fun as they make the most out of their time in Topeka.

The TopCity Interns program is designed to help employers retain talent to their businesses and is a supplemental tool that employers can leverage to better engage those interns.





Choose Topeka Relocation Incentive

3,200+

CALLS TO DATE
(FROM CANDIDATES & EMPLOYERS)

8,000+

SUBMISSIONS WITH
RESUMES OR QUESTIONS

1000+

REMOTE WORKER
SUBMISSIONS

56

EMPLOYER CANDIDATES
ACCEPTED, EQUALING

27

REMOTE WORKERS
ACCEPTED, EQUALING

\$329,250

IN MATCHING JEDO
FUNDS COMMITTED

\$185,000

IN RELOCATION
INCENTIVES

\$514,250

IN TOTAL COMMITTED FUNDS FROM THE EMPLOYER
MATCHING FUNDS AND REMOTE WORKER OPTIONS

ECONOMIC IMPACT ANALYSIS

83

CANDIDATES

\$98,759

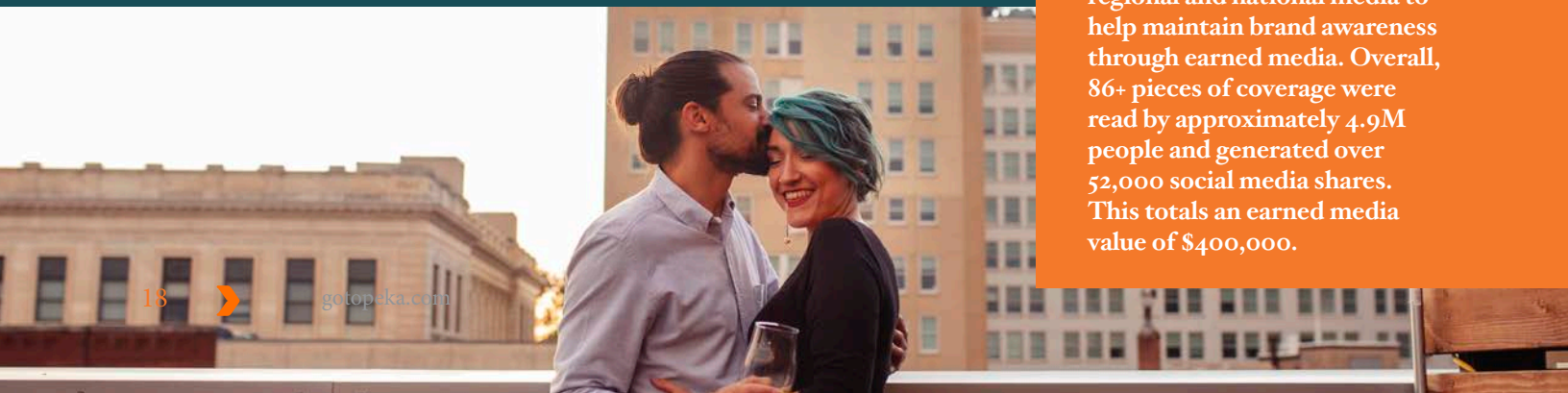
AVERAGE SALARY

26_x

RETURN ON INVESTMENT

CHOOSE IN THE NEWS

GO Topeka uses several public relation tools and have cultivated relationships with regional and national media to help maintain brand awareness through earned media. Overall, 86+ pieces of coverage were read by approximately 4.9M people and generated over 52,000 social media shares. This totals an earned media value of \$400,000.



Workforce & Talent



2022 Q2 Workforce Data

Total Population	100,203 TOPEKA	140,252 SHAWNEE COUNTY	KS 2,263,907 US 263,691,000
Labor Force Participation	63,335 TOPEKA	91,796 SHAWNEE COUNTY	KS 1,499,573 US 164,206,000
Employment	61,790 TOPEKA	89,673 SHAWNEE COUNTY	KS 1,465,507 US 158,426,000
Jobs	81,423 TOPEKA	95,463 SHAWNEE COUNTY	KS 1,376,717 US 147,213,684
Average Wages	\$51,528 TOPEKA	\$51,532 SHAWNEE COUNTY	KS \$52,860 US \$67,159

Labor Force Participation Rate

63.21% TOPEKA

65.5% SHAWNEE COUNTY

KS 66.24%
US 62.27%

Employment-Population Ratio

61.66% TOPEKA

63.9% SHAWNEE COUNTY

KS 64.73%
US 60.07%

Unemployment Rate

2.4% TOPEKA

2.3% SHAWNEE COUNTY

KS 2.3%
US 3.5%

*Total Civilian Non-institutionalized Population



GO Topeka Staff



Matt

Pivarnik

CEO, Greater Topeka Partnership



Molly

Howey

President of Economic Development



Glenda

Washington

Chief Equity & Opportunity Officer



Laurie

Pieper

VP of Entrepreneurship & Small Business



Stephanie

Moran

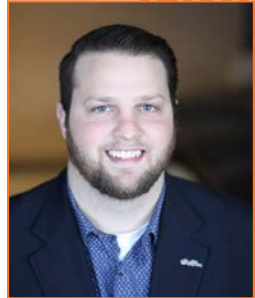
SVP of Innovation



Freddy

Mawjin

Senior Economic Advisor



Rhett

Flood

Executive Director of Forge Young Talent



Ashley

Lehman

Business Development Manager



Kristi

Dunn

KS PTAC Subcenter Director



Elle

Browne

Executive Coordinator



Trina

Goss

Director, Business & Talent Initiatives



Cindy

Kraus

Administrative Coordinator



Ashley

Giffillan

Redevelopment Project Manager



New Staff Members

Welcome Our Newest Go Topeka Staff Member



GO Topeka announced that it has hired Ashley Gilfillan to serve as the organization's new Redevelopment Project Manager. She is a graduate of the University of Kansas where she also earned certification in Leadership Strategies and Applications. Ashley joined GO Topeka in July 2022 after serving as the Events Manager for Evergy Plaza in Downtown Topeka for two and a half years. Prior to joining Evergy Plaza, Ashley worked for Shawnee County Parks + Recreation where she assisted in marketing, volunteer coordination, park services, and accreditation. A native to Topeka, Ashley volunteers with multiple organizations in the community, and takes pride in being a lifelong Topekan.

Ashley Gilfillan **Redevelopment Project Manager**

785.215.8895 ext 132
Ashley.Gilfillan@TopekaPartnership.com





HERE.
GREAT
GROWS
SMO

Positioned as an industry leader, the new GO Topeka will strive to innovate, collaborate and boldly move Topeka and Shawnee County into the future.

Great. Grows. Here.

Visit GoTopeka.com



2022 Go Topeka Board of Directors

Elected Directors

Steve Anderson	University of Kansas St. Francis
Abbey Frye	Kansas Gas Service
Renita Harris	My Company, Inc.
Dr. Bob Kenagy	Stormont Vail Health
Martha Piland	MB Piland
Marsha Pope	Topeka Community Foundation
Marvin Spees	Capital City Oil
Tammy Dishman	Capitol Federal
Dan Foltz	KBS Constructors
Calla Haggard	Community Bank
Shane Hillmer	Southwest Publishing
Kurt Kuta	CoreFirst Bank & Trust
Jeff Russell	Reser's Fine Food
Daina Williams	L&J Building Maintenance
Dr. Sam Al-Murrani	Strategic Business Consultant
Scott Hunsicker	Kansas Financial Resources
Cassandra Taylor	HTK Architects
Doug Wolff	Security Benefit
Jim Klausman	Midwest Health
Jacob Wamego	Prairie Band, LLC
Jeff Martin	Evergy
Chris Faulk	McElroy Electric, Inc.
Paul Bossert	Premier Staffing

Directors Appointed at Large

Linda Briden	Sunflower Association of Realtors
Brittany Crabtree	Topeka Collegiate
Sarah Girard	Central National Bank
Dr. Kevin Hahn	Tri-Source Pharma
Manny Herron	Haus Property Partners
Linessa Frazier	USD 437
Kevin Rake	HME, Inc.

Directors By Virtue of Position Held

Michael Padilla	City of Topeka, Mayor
Aaron Mays	Shawnee County Commissioner
Spencer Duncan	City of Topeka, Council Member
Eric Johnson	MTAA
Bill Cochran	City of Topeka, City Manager
Dr. Jerry Farley	Washburn University
Roger Wilson	Chair of MWBD



go topeka

A Greater Topeka Partnership Organization

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization



Prepared for JEDO
Joint Economic Development Organization