



**Choose Topeka 2.0
Talent Relocation Incentive Request
February 8, 2023**

Trina Goss, Director of Business and Talent Initiatives

Update

The Choose Topeka Relocation Program has been successful in so many ways since the employer match announcement after the December 2019 JEDO Meeting and the remote worker option after the September 2020 JEDO Meeting. In the first three years of the program, employers have submitted 73 employees for the incentive, and 26 remote workers have participated in the program. In total, 99 individuals and/or families have relocated to Shawnee County through the Choose Topeka program, and both rounds of funding have been fully utilized, totaling \$600,000.

Choose Topeka 2.0

After a program review and based on recommendations by the Momentum 2027 steering committee, an enhanced Choose Topeka 2.0 model is being developed for implementation through Momentum 2027. The refreshed program will include a stronger focus on supporting Shawnee County business workforce needs, expanded breadth of target markets, boomerangs, exiting military, a wraparound immersion program and other enhancements.

Proposed Choose Topeka 2.0 Options

Employer Matching Option

To be considered for the talent attraction program, applicants will meet all eligibility requirements:

- Move to Topeka for full time employment position*
- Purchase or rent a home (primary residence only) within Shawnee County
- Employer participation in matching funds
- Eligible to work in the United States*
- **NEW:** Also available to newly graduating Washburn students as a sign-on bonus
- **NEW:** Must complete Choose Topeka survey after one year*
- **NEW:** Must participate in a Choose Topeka immersion program

NEW: Boomerang and Exiting Military Options

- Same as above noted*, in addition to:
- Purchase a home within Shawnee County (no rental option)
- Secure employment with a primary employer and minimum salary of \$50,000

Incentive Recommendation and Request

The Choose Topeka Relocation Incentive continues to be successful in offering options to employers in Topeka and Shawnee County. As we work to strategically affect workforce talent growth, we recommend a continuation of the incentive program with the proposed changes, by offering the next round of funding for the employer match, boomerang and exiting military options **with requested funds from carryforward of \$365,000**. A portion of the funds will also be used for program enhancements such as immersion services and a career connection tool added to the Choose Topeka website.