

City of Topeka & Shawnee County



Agenda Item No. 5F

**JEDO Board Meeting
December 14, 2020**

ACTION ITEM:

APPROVAL of 2023 GO Topeka Budget and Business Plan



Growth Organization of Topeka/Shawnee County

2023 Public Funding Program Overview and Budget

Executive Summary

GO Topeka serves as the community leader in fostering opportunities for economic growth and prosperity in Topeka and Shawnee County. The organization provides a range of work that is targeted to support New Business Attraction, Existing Business Retention and Expansion, Workforce and Education, Minority & Women-owned Business Development, Small Business and Entrepreneurial Development. A significant part of what GO Topeka does is develop and nurture trusting relationships with local business, community, and civic leaders, in addition to leaders that can affect economic prosperity in Topeka and Shawnee County at the regional, state, and national levels. The role of GO Topeka is not only to attract and retain jobs, but also to help attract and retain the talent our current and future businesses need to thrive.

In 2023, GO Topeka will continue to implement the Momentum Strategy. The year 2023 marks the first year of the community's new holistic economic development strategy, Momentum 2027. By reviewing the organization's strategies and policies and ensuring they align with best practices in the field, the organization will continue to ensure the community is poised for economic development success. GO Topeka plays an integral part in moving Topeka & Shawnee County forward and it's imperative the organization stays fresh and innovative with new initiatives that will continue to support a business climate ripe for development.

The programs outlined in this document outline the key areas of focus within GO Topeka's strategic plan. Each of these areas have dedicated staff, resources and programming to carry out the mission.

Budgeted Expenditure Summary

<u>GO Topeka Programs</u>	<u>Proposed 2023</u>	<u>Approved 2022</u>
Business Attraction & Retention	\$ 361,660	\$ 395,241
Small Business, Innovation & Entrepreneurial Development	247,604	279,403
Minority & Women Owned Business Support	298,814	276,331
Talent Initiatives	197,576	202,955
General Economic Development Activities	107,526	136,842
Total Programming (excl salaries)	\$ 1,213,180	\$ 1,290,772
Economic Development Salaries	910,263	949,175
Full-time equivalent headcount	8.75	9.0
Marketing/Communications Services	234,000	178,000
Finance/Administration/HR Services	262,000	246,000
General & Administrative Expenses	166,471	129,021
Total Operating Expenses	\$ 2,785,914	\$ 2,792,968
Estimated % of countywide .5 cent sales tax	15.4%	15.7%
Large Business Incentives	3,097,999	2,705,508
Small Business Incentives	300,000	300,000
Special Initiatives	5,213,388	5,173,204
Total Expenditures	\$ 11,397,301	\$ 10,971,680

Budgeted Revenue Summary

	<u>Proposed 2023</u>	<u>Approved 2022</u>
Economic Development Sales Tax	\$ 11,157,970	\$ 10,694,801
Program Sponsorships and Other	51,707	84,256
Interest and Investment Income	53,935	58,935
Total Revenue	\$ 11,251,112	\$ 10,837,992

GO Topeka
Budgeted Statement of Activities by Department - Public
As of December 31, 2023

	Business Attraction and Retention/Expansion		Small Bus Dev/Entre Dev/Innovation		WMBD		Talent Initiatives		General & Administrative		Total On-Going Programming		Special Initiatives		ETLC		Total	
	Budget	December 31, 2023	Budget	December 31, 2023	Budget	December 31, 2023	Budget	December 31, 2023	Budget	December 31, 2023	Budget	December 31, 2023	Budget	December 31, 2023	Budget	December 31, 2023	Budget	December 31, 2023
Revenue																		
Event/program rev	0	0	0	0	6,000	0	0	0	0	0	6,000	0	0	0	0	0	6,000	6,000
Sponsorships	0	0	0	0	10,000	0	0	0	0	0	10,000	0	0	0	0	0	10,000	10,000
Reimbursed expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18,866
Public revenue	3,459,659	547,604	547,604	547,604	583,239	197,576	197,576	1,378,984	1,378,984	6,151,062	6,151,062	5,006,908	5,006,908	0	0	11,157,970	11,157,970	
Total Earned revenue	3,459,659	547,604	547,604	547,604	583,239	197,576	197,576	1,378,984	1,378,984	6,151,062	6,151,062	5,006,908	5,006,908	0	0	11,157,970	11,157,970	
Contributions	0	0	0	0	7,353	0	0	9,498	9,498	16,851	16,851	0	0	0	0	0	16,851	16,851
Total Unearned revenue	0	0	0	0	7,353	0	0	9,498	9,498	16,851	16,851	0	0	0	0	0	16,851	16,851
Other revenue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45,435
Interest revenue	0	0	0	0	0	0	0	8,500	8,500	8,500	8,500	0	0	0	0	0	8,500	8,500
Total Other revenue	0	0	0	0	0	0	0	8,500	8,500	8,500	8,500	0	0	0	0	0	8,500	8,500
Total Revenue	\$ 3,459,659	547,604	547,604	547,604	590,592	197,576	197,576	1,386,982	1,386,982	6,192,413	6,192,413	5,006,908	5,006,908	0	0	64,291	11,263,612	11,263,612
Expenses																		
Payroll/benefits	0	0	0	0	187,728	0	0	716,235	716,235	903,963	903,963	0	0	0	0	0	903,963	903,963
Other compensation	0	0	0	0	1,050	0	0	5,251	5,251	6,300	6,300	0	0	0	0	0	6,300	6,300
Professional services	191,000	13,802	13,802	13,802	55,664	0	0	31,476	31,476	291,943	291,943	15,000	15,000	0	0	0	306,943	306,943
Other employee related costs	7,960	32,970	32,970	32,970	17,500	8,626	8,626	27,550	27,550	94,605	94,605	0	0	0	0	0	94,605	94,605
Shared services	0	0	0	0	103,000	0	0	393,000	393,000	496,000	496,000	0	0	0	0	0	496,000	496,000
Total Personnel expenses	188,960	46,772	46,772	46,772	364,942	8,626	8,626	1,173,512	1,173,512	1,792,811	1,792,811	15,000	15,000	0	0	0	1,807,811	1,807,811
Program/event expense	3,000	51,000	51,000	51,000	31,500	0	0	0	0	85,500	85,500	0	0	0	0	0	85,500	85,500
Sales travel	37,650	0	0	0	0	0	0	0	0	37,650	37,650	0	0	0	0	0	37,650	37,650
Hospitality	8,200	1,500	1,500	1,500	9,600	900	900	500	500	20,700	20,700	0	0	0	0	0	20,700	20,700
Grants/sponsor/contrib/scholar	35,000	103,345	103,345	103,345	145,919	169,900	169,900	0	0	454,164	454,164	233,400	233,400	0	0	0	687,564	687,564
Total Program expenses	83,850	155,845	155,845	155,845	187,019	170,800	170,800	500	500	598,014	598,014	233,400	233,400	0	0	0	831,414	831,414
Occupancy	0	18,472	18,472	18,472	14,464	0	0	53,626	53,626	86,563	86,563	64,680	64,680	0	0	0	151,243	151,243
Office expense	0	2,575	2,575	2,575	4,421	0	0	17,628	17,628	24,624	24,624	0	0	0	0	0	24,624	24,624
Dues/subscriptions	5,850	10,440	10,440	10,440	2,870	0	0	61,947	61,947	81,107	81,107	0	0	0	0	0	81,107	81,107
Advertising	70,000	13,500	13,500	13,500	15,350	18,150	18,150	48,000	48,000	165,000	165,000	0	0	0	0	0	165,000	165,000
Depreciation/amortization	0	0	0	0	0	0	0	24,474	24,474	24,473	24,473	0	0	105,069	105,069	0	24,473	24,473
Insurance/taxes/fees	3,000	0	0	0	1,526	0	0	8,795	8,795	13,322	13,322	0	0	31,356	31,356	0	13,322	13,322
Interest expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70,055
Total Operational Expenses	78,850	44,987	44,987	44,987	38,631	18,150	18,150	214,470	214,470	395,089	395,089	64,680	64,680	206,480	206,480	0	666,249	666,249
Total Expenses Before Incentives	361,660	247,604	247,604	247,604	590,592	197,576	197,576	1,388,482	1,388,482	2,785,914	2,785,914	313,060	313,060	206,480	206,480	0	3,305,474	3,305,474
Business incentives	3,097,999	300,000	300,000	300,000	0	0	0	0	0	3,397,999	3,397,999	4,693,828	4,693,828	0	0	0	8,091,827	8,091,827
Total Expenses	\$ 3,459,659	547,604	547,604	547,604	590,592	\$ 197,576	\$ 197,576	1,388,482	1,388,482	6,183,913	6,183,913	\$ 5,006,908	\$ 5,006,908	\$ 206,480	\$ 206,480	0	11,397,301	11,397,301
Total Change in Net Assets	\$ 0	0	0	0	0	\$ 0	\$ 0	8,500	8,500	8,500	8,500	\$ 0	\$ 0	\$ (142,189)	\$ (142,189)	0	(133,689)	(133,689)

Business Attraction and Business Retention/Expansion

Business Retention and Expansion (BRE)

Topeka and Shawnee County's continued job growth and capital investment comes from its existing industries and businesses. Businesses thrive in environments that provide support and resources, as well as a balanced and consistent regulatory climate. GO Topeka continues its commitment to provide multiple means of assistance and support for existing employers by understanding and addressing their needs, while finding solutions to barriers that may keep business from thriving in the community.

- **Ensure support of employer needs related to retention, growth and expansion opportunities**
 - ◆ Develop and cultivate strong relationships with plant and general managers, and C-level executives of primary employers
 - ◆ Build relationships with headquarters of major employers
 - ◆ Conduct BRE visits and surveys to gather information on the existing business landscape and identify opportunities and gaps
- **Respond to expansion opportunities with appropriate support and incentives**
- **Respond to barriers with appropriate support**
 - ◆ Advocate for business-friendly policies when appropriate
 - ◆ Connect companies to and facilitate conversations with partner resources and organizations
- **Ensure maintenance of existing incentive contracts**

New Business Attraction

The foundation of a successful business attraction program is the relationships formed with site selection consultants and corporate real estate executives. Building these relationships helps educate and keep the community in the front of the minds of the decision makers and individuals who influence the site selection process.

Marketing Topeka and Shawnee County nationally and internationally to bring awareness to the business assets the community has to offer helps attract new businesses to consider relocating or expanding in Topeka and Shawnee County. Through advertising, face-to-face interactions and involvement with partner organizations, GO Topeka strives to make Topeka and Shawnee County known as a great place to do business.

As the community grows, assessing the assets to further develop and market to companies looking to expand is key. GO Topeka forms partnerships to help proactively leverage assets and identify opportunities for improvement. Capitalizing on underutilized assets such as the airport and marketing our unique strengths to grow the wealth of our community and help create quality jobs will be the focus of our work in 2023.

- **Build awareness of Topeka as a top place to do business**
 - ◆ Develop and deploy annual marketing plan geared toward high-growth, high-wage companies and industries
 - ◆ Grow and maintain relationships with key regional commercial real estate executives and site location consultants to increase their awareness of the business assets in Topeka and Shawnee County

- ◆ Host commercial real estate executives and/or site consultants in Topeka for familiarization tours
- ◆ Strategically engage with new National site consultants or corporate real estate professionals
- ◆ Develop and maintain regional partnerships to leverage for new business attraction
- **Capitalize on opportunities to respond to requests for proposals from companies looking to relocate or expand**
 - ◆ Provide a thorough, accurate and timely response to all RFPs meeting strategic industry and/or company criteria
 - ◆ Leverage community partners to present the best possible proposal
 - ◆ Record RFPs and provide regular updates to the GO Topeka Board of Directors and JEDO
- **Develop strategies for potential commercial and industrial development and redevelopment location opportunities throughout Shawnee County**
 - ◆ Keep updated inventory of available sites and buildings
 - ◆ Gather knowledge and work to better position Topeka as a place for aviation and aerospace related business
 - ◆ Provide resources to assess viability of existing property for a variety of uses
 - ◆ Provide marketing resources to promote sites and buildings to developers and companies looking for space
 - ◆ Develop and maintain strong relationships with commercial brokers and property owners to create greater collaboration for economic development opportunities
 - ◆ Partner with the City of Topeka to aggressively pursue catalytic redevelopment opportunities
- **Provide comprehensive incentives to attract and retain primary employers**

Committed and Pending Incentive Offerings

Go Topeka, Inc.
Committed/Pending Incentive Offers and Site Expenditures
November 30, 2022

	Incentive Orig. Date	Pymts to 12/31/2021	Payments / 2022	Projected						Total Projected	Total Projected & Paid
				2022	2023	2024	2025	2026	THEREAFTER		
Cash:											
Committed - Performance Based:											
Advisors Excel	2019	427,500	265,400	-	268,000	268,000	261,100	-	-	797,100	1,490,000
Big Heart Pet 2015	2015	73,595	-	-	82,000	-	-	-	-	82,000	155,595
Bimini LLC	2020	9,745	4,655	-	3,400	3,400	3,400	400	-	10,600	25,000
Ernest Spencer	2021	-	21,500	-	66,500	31,500	31,500	31,500	31,500	192,500	214,000
Futamura USA	2016	166,400	28,000	-	11,600	-	-	-	-	11,600	206,000
Global Grain	2020	-	23,200	-	21,120	21,120	21,120	21,120	7,920	92,400	115,600
Goodyear	2022	-	-	-	117,000	117,000	117,000	117,000	117,000	585,000	585,000
Hayden Tower Service	2020	-	-	-	94,000	35,000	35,000	35,000	35,000	234,000	234,000
Heinen Aviation	2021	-	3,980	-	29,800	23,800	23,800	23,800	13,820	115,020	119,000
Hill's Pet Nutrition Colony	2019	166,400	5,200	-	8,400	8,400	7,600	-	-	24,400	196,000
Hill's Pet Nutrition Plant	2020	-	190,200	-	42,900	42,900	42,900	22,100	-	150,800	341,000
HME	2020	49,800	87,000	-	155,000	155,000	155,000	155,000	90,200	710,200	847,000
HME (Cap X Amendment)	2021	-	19,190	-	40,810	-	-	-	-	40,810	60,000
Industrial Maintenance	2017	92,647	16,800	-	36,000	36,000	800	-	-	72,800	182,247
J6 Enterprises (THM)	2021	-	38,800	-	90,000	40,000	40,000	40,000	35,200	245,200	284,000
LifeTech Sciences	2020	-	1,940	-	21,360	13,300	13,300	13,300	13,300	74,560	76,500
Mainline Printing	2022	-	-	134,000	36,000	20,000	20,000	20,000	20,000	250,000	250,000
Midwestern Metals/Custom Dredgeworks	2020	-	-	-	62,000	17,000	17,000	-	-	96,000	96,000
Mercury Broadband	2021	-	-	-	336,000	168,000	168,000	168,000	-	840,000	840,000
Polo Custom Products	2022	-	-	-	79,400	6,500	6,500	6,500	-	98,900	98,900
Project Bolt	-	-	-	-	55,200	55,200	55,200	55,200	55,200	276,000	276,000
Project Kool-Aid	-	-	-	-	38,000	38,000	38,000	38,000	38,000	190,000	190,000
Project Pages	-	-	-	-	20,000	20,000	20,000	20,000	20,000	100,000	100,000
Reser's	2016	618,064	41,200	-	5,736	-	-	-	-	5,736	665,000
Ryder	2022	-	-	-	124,333	65,167	62,167	62,167	62,166	376,000	376,000
SE2	2016	798,000	158,000	-	44,000	-	-	-	-	44,000	1,000,000
Topeka Foundry	2020	20,066	30,334	-	87,500	79,100	79,100	79,100	47,300	372,100	422,500
Topeka Foundry (Cap X Amendment)	2022	-	-	-	10,000	-	-	-	-	10,000	10,000
Wal-Mart	2019	3,520,000	-	-	1,030,000	240,000	180,000	-	-	1,450,000	4,970,000
Total Committed - Performance Based		5,942,217	935,399	134,000	3,016,059	1,504,387	1,398,487	908,187	586,606	7,547,726	14,425,342
Expected:											
Small Business Incentive Program	-	-	127,964	172,036	300,000	-	-	-	-	472,036	600,000
Workforce Barriers	-	-	-	-	25,000	-	-	-	-	25,000	25,000
Choose Topeka	178,750	171,500	17,500	232,250	-	-	-	-	-	249,750	600,000
Innovation Campus	18,083	173,894	59,847	4,753,675	100,000	102,000	104,040	559,461	-	5,679,023	5,871,000
Total Expected	196,833	473,358	249,383	5,310,925	100,000	102,000	104,040	559,461	-	6,425,809	7,096,000
Total Committed and Expected	6,139,051	1,408,757	383,383	8,326,984	1,604,387	1,500,487	1,012,227	1,148,067	-	13,973,535	21,521,343
Under Consideration:											
Pending Cash Incentives	-	-	-	-	2,760	9,424	2,760	2,760	2,760	20,464	20,464
Total Under Consideration	-	-	-	-	2,760	9,424	2,760	2,760	2,760	20,464	20,464
Total before MWBD	6,139,051	1,408,757	383,383	8,329,744	1,613,811	1,503,247	1,014,987	1,148,827	-	13,993,999	21,541,807
MWBD Carryover	-	-	-	-	-	-	-	-	-	1,234,000	1,234,000
Total										15,227,999	22,775,807

Small Business, Innovation, and Entrepreneurial Development

A high-performing innovative and entrepreneurial ecosystem drives the creation of new high-paying jobs, attracts investment, helps to fill gaps in the community and raises awareness of a district, city or region's brand nationally and internationally. Our approach to continue strengthening the Topeka and Shawnee County innovation and entrepreneurial ecosystem is multi-faceted and includes development of resources for high-growth potential companies in the innovation and technology sectors, supporting the growth of existing businesses in Topeka and Shawnee County and generating startup businesses. The strides Topeka and Shawnee County have made to elevate our entrepreneurship ecosystem in the past several years show that this strategy falls on fertile ground here. With our early successes of launching the Plug and Play animal health/ag tech focused accelerator program in 2020 and taking first steps in launching the development of an innovation center, 2023 will be focused on finding new ways of turning opportunity into true economic impact.

In 2023, the small business, entrepreneurship, and innovation budget aligns with the GO Topeka strategic plan and includes the following highlights:

- **Establishing the physical and digital infrastructure to support business attraction opportunities generated by the Plug and Play program and by the establishment of the Topeka Region as a hub of innovation in the animal health corridor** "Place" is at the center or heart of our innovation strategy. By moving forward with the pre-leasing and construction of the Astra Innovation Center the infrastructure is established to provide a future home for innovators, entrepreneurs and startups within our community and throughout the world. Construction is estimated to start in mid-2023 and will likely take a year to complete. The budget reflects costs associated with the innovation campus including marketing, legal fees, operating expenses as required by GO Topeka's stub lease, tenant lease and business incentive agreements. Digital infrastructure was also set in place in 2022 through the launch of the Kansas Innovation Dealroom platform. This platform tracks startup activity in Topeka and surrounding regions while also creating a database of angel and venture capital investors, corporate partners, local business partners and government/non-profit entities that are critical to the success of the ecosystem. Costs associated with management of the platform are accounted for in the budget.
- **Scholarships for Plug and Play startups to entice them to stay in Topeka for an extended period of time.** Plug and Play Topeka hosts cohorts every 6 months for a period for 3 months. Each cohort consists of 8-12 startups from throughout the US and around the world. It is important to showcase the unique strengths of the Topeka region and connect these startups to local and regional partners, executing on a joint communication strategy for business attraction and expansion and to help grow the accelerator program itself. Following the trend for virtual meetings, offering scholarships for housing, office or other expenses during the 3-month cohort shows our commitment to these startups and entices them to be present in our community. At the same time, we will continuously explore new ways to connect startup founders to local and regional resources. Scholarships are budgeted for both cohorts in 2023.
- **Elevate Topeka's brand as a hub of innovation.** Building out the foundation of our ecosystem around our strategic initiatives of Investment, Education & Business Services, Talent Pipeline, and Community Engagement/Involvement further develops and promotes Topeka's value proposition as a hub for innovation. Hosting quarterly events such as Plug and Play cohort events and Innovation Showcase events provides an opportunity to connect Plug and Play startups to local resources while also educating our community stakeholders on the importance of programming within the ecosystem. By continuing to generate clear messaging targeted at

innovators and entrepreneurs across all tech sectors including animal health, ag tech and biosciences in general, we will enable new business attraction, business retention and expansion. Emphasis will be placed on content creation, social and digital marketing campaigns, media engagement and marketing materials.

- **Programming.** We will continue to offer programs with successful track records and add several new programs to advance efforts to strengthen the entrepreneurial ecosystem:
 - ◆ Propeller Mentoring Program will host three 3-month journeys to pair startups and small businesses with mentors who can provide guidance and connectivity to resources
 - ◆ FastTrac accelerator program moving back to Small Business from MWBD - offered 2X to equip entrepreneurs with skills, tools and resources to grow their business
 - ◆ Support of the Washburn University Pitch Competition
 - ◆ Host the Small Business Awards
 - ◆ Shop Local, Shop Small Promotions to support our existing local businesses
 - ◆ Networking events, educational opportunities, especially in collaboration with resource partners
 - ◆ Small business advocacy and communication through multiple channels
 - ◆ Produce a State of Small Business Annual Report
 - ◆ Global Entrepreneurship Week (marketing and networking directed toward enhancing the Topeka/Shawnee County entrepreneurial ecosystem with the goal of building more GEW activities and focus on Topeka/Shawnee County over the next several years)

- **Small Business Incentive Program.** 2022 brought about successful changes to the program which have led to a larger influx of quality applications leading to improved economic impact and tracking of metrics. In 2023 the program will continue to offer additional incentives for innovation and commercialization that further development of Topeka's brand as a hub for innovation. The updated program can now also be utilized by startups introduced to Topeka by Plug and Play and will give Topeka another tool to make it easy for the startups that we want to attract to choose to develop a presence in Topeka/Shawnee County.

- **Continuously improve access to resources and service providers.** In order to support Topeka's entrepreneurs, it is important to provide easy access to local service providers that can help startups launch their businesses faster with a higher probability of success. A large focus is the implementation of the Salesforce CRM (Customer Relationship Management) system that will help track and improve the effectiveness of our services. It will also allow us to scale the process and reveal any gaps that can be addressed in the future. This will be in addition to our ongoing partner communication and development.

Kansas SBDC at Washburn University

Serving nine counties in Kansas with offices in Topeka, Manhattan and Wetmore, the Kansas SBDC at Washburn University is a nationally accredited small business development center and is an indispensable partner in Topeka's entrepreneurial ecosystem. It offers free one-on-one consulting to more than 400 clients each year, covering assistance with issues related to business start, funding, management, growth, and succession planning or selling a business. GO Topeka partners with the SBDC to fulfill its mission of providing those support services to startups and small businesses.

Minority & Women-Owned Business Development (MWBD)

Minority & Women-Owned Business Development (MWBD)

Following the pandemic, the small and minority business community picked up where it left off and continued its growth spurt. Business sprouted out of creativity and necessity. The mindset of the community changed. People became more amenable to taking risks and starting businesses. Doors were opened to exceptional opportunities for Shawnee County's startup and existing businesses. Collaborations internally and externally promoted accessibility, visibility, and sustainability within the small and minority business ecosystem. This new energy continues to foster growth in the underserved and marginalized communities and will cultivate impact on all levels. Working diligently with the leadership of East Topeka, Central Topeka, North Topeka and other LMI communities throughout Shawnee County, we will play a key role in building an ecosystem that supports entrepreneurs of color in the targeted community.

Introduce programs that support economic prosperity, promote business and community growth that address the elimination of poverty and support a better quality of life.

- ◆ Continue to work with community leaders to address disparities in LMI communities
- ◆ Support minority and women owned business startups by providing educational programs that sharpen their skills and provide access to opportunity
- ◆ Design and implement industry specific business trainings and events that will spur growth and highlight minority and women-owned businesses
- ◆ Host the 2nd Annual Minority and Women-owned business pitch contest to uncover businesses creating new market opportunities with potential to scale
- ◆ Continue to support the THA Empowerment Center effort
- ◆ Monitor growth, cost, success, collaborations

Identify opportunities for minority and women owned businesses to meet with buyers of goods and services on a state, federal and local level

- ◆ Host annual events that will inform and elevate the status of women and the importance of developing strong women business owners
- ◆ Promote and advocate for women and minority owned businesses on the local, state, and national level
- ◆ Work with research to conduct a survey of minority and women-owned businesses to identify gap opportunities
- ◆ Host the second annual celebration of Minority Enterprise Development Week

Equity and Opportunity

Lead the internal and external Equity, Inclusion and Opportunity efforts for the Greater Topeka Partnership by identifying access and opportunity in underserved or unidentified markets, create an authentic environment of understanding, and set the stage for an inclusive environment that will ensure inclusion in all activities and programming.

- Design and execute projects and programs that promote equity, inclusion, and opportunity (both internally and externally) to include:
 - ◆ Implement the Strategic Plan for Diversity, Equity, and Inclusion
 - ◆ Host third annual Diversity, Equity, and Inclusion Summit to include Supplier Diversity Efforts
 - ◆ Seek grant opportunities and collaborate with institutions, organizations, communities, and corporations to ensure an inclusive environment promoting equity and equality for citizens of Topeka/Shawnee County
 - ◆ Create an annual diversity report outlining growth in business, community, and track the decline in areas of weakness

Talent Initiatives

Talent Initiatives focus on growing, retaining, and attracting talent, and educating our current community members to ensure a competitive future workforce for Topeka and Shawnee County. GO Topeka understands that to provide a quality workforce, focus must be placed not only on workforce development, but on talent attraction, employee retention, and diversity, equity, and inclusion. We will continue to develop and grow partnerships between community members, businesses, and schools, from early childhood education to post-secondary institutions; ensuring that education and training providers are well-aligned and have the resources they need to prepare the community's younger residents for college and careers. Because a diverse, well-educated workforce will produce the quality that employers need, focus will be placed on addressing 'talent pipeline' needs in the community.

- **Align the Talent Pipeline**
 - ◆ Work with workforce development partners to ensure collaboration between education partners and employers and foster communications between employers directly
 - ◆ Provide research support to assess the pipeline
- **Maintain and Grow Opportunities for College & Career Readiness**
 - ◆ Continue to oversee outcomes at the Washburn Tech East campus, in partnership with the Washburn Institute of Technology, ensuring programming is aligned to engage at-risk students and adults
 - ◆ Provide scholarships for high-growth, high-demand industry training at local educational institutions
- **Attract & Retain Talent**
 - ◆ Build relationships with area HR representatives to discuss barriers and opportunities regarding talent development, attraction, and retention
 - ◆ Convene and partner with community providers as it may relate to various workforce barrier issues, as assessed in the community, to ensure positive outcomes for employees and employers alike
 - ◆ Support workforce attraction and professional development for young professionals in Topeka and Shawnee County
 - ◆ Strategically market Topeka/Shawnee County as a place to live and work

General Economic Development Activities

Economic Analysis

Proprietary data and analyses are an integral part of strategic economic development. GO Topeka deploys a variety of tools to model scenarios in Topeka and Shawnee County and mine data to help guide decisions throughout the community.

- Modeling tool for economic impact analysis
- Cloud-based labor data tool
- Web-based survey system
- Data visualization tools
- Integrated statistical software
- Data modeling software
- C2ER Membership: Council for Community and Economic Research

Administration

Administration expenses represent the necessary costs incurred to maintain the organization's daily operations. These expenses are not directly tied to any specific programs discussed above but are vital to the success of GO Topeka's economic development programs.

- Occupancy expenses such as rent, storage and parking
- Office expenses such as telecommunications, office supplies and postage
- Information technology expenses such as software subscriptions and IT services
- Administration/Finance/HR/Facilities support
- Depreciation
- Insurance and taxes