

JEDO
Quarterly Report
2024 Q2

CONTENTS

Q2 2024

4

Business Attraction &
GO Topeka Dashboard



5

Equity &
Opportunity



9

Choose Topeka



11

Forge Young Talent



14

GO Topeka Staff



17

2024 GO Topeka
Board of Directors



GO Topeka
785.234.2644
GOTOpeka.com
719 S Kansas Ave. Ste.100
Topeka, KS 66603

6

Entrepreneurship
& Innovation



8

Talent & Workforce
Attraction



12

Small Business
Incentives



13

Small
Business



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 27 active projects in various industry sectors: 12 advanced manufacturing, five aviation and aerospace, five data center/tech, and five other

27 ACTIVE PROJECTS



New Business · Retention & Expansion · Small Business · Women & Minority · Choose Topeka YTD as of 6/30/24

143 New Projects	74 Completed Projects	60 Active Projects
269 New Jobs	1087 Retained Jobs	422 Training Investment (number of people impacted)
224 Outreach/Assisted (number of companies/ individuals)	\$79,826,807 Capital Investment	



Equity and Opportunity

Asset Mapping Project

Recently, many of the critical resource partners in our community who serve small businesses owners and entrepreneurs gathered in one room to collaborate, learn about each other's challenges, and how we can all best serve those who are on different levels in their entrepreneurial journey. GO Topeka partnered with Sourcelink, a national organization that does this work, and it was graciously funded by K-State 105. The current step in the process is to collect a survey from those critical partners, with the following steps being a report and asset map from Sourcelink. Network Kansas also joined us in this venture, and we will be using their online navigator to showcase those partners.

Hispanic Outreach

Israel Sanchez, Manuel Castro, and other members of the Go Topeka team joined other GTP Partners in a first of what's many more similar events to come. The intent of the event was to approach the Latino community of business owners, build trust, learn about their challenges, and inform them about the Partnership. Bilingual staff was on hand to translate and communicate with those whose first and only language is Spanish. The event was a success.

How to do Business with the City of Topeka

GO Topeka hosted the City of Topeka's Procurement Department. The presenters spoke to business owners and entrepreneurs on the expectations and requirements to provide their goods and services to the city.

FastTrac Collaboration with Omni Circle

We recently collaborated with Omni Circle on the FastTrac courses. Through this alliance, budding entrepreneurs were equipped with the essential knowledge and skills necessary for success in their ventures. The comprehensive curriculum covered a spectrum of topics vital for entrepreneurial endeavors, ranging from strategic planning to financial management. Participants emerged from the program with a deepened understanding of market dynamics, effective business strategies, and the tools needed to navigate the competitive landscape.

Online Business Directory

The City of Topeka wants to have a diverse pool of sources to contract for goods and services, but their directory was severely outdated. Lazone Grays from IBSA inc., has been working on such directory for the past few years by employing youth to perform those duties, from contacting businesses, to adding them to the online directory using WordPress. Israel Sanchez, Director of Equity and Business Development was able to connect both of those entities and Go Topeka is supporting this endeavor by partnering with IBSA. The youth employed under this project are learning invaluable skills that are preparing them for the workforce.

Youth Scholarship Program

GO Topeka believe in the youth of Topeka and are committed to seeing the next generation succeed. We partnered with Curtis Pitts and his organization to support the Topeka youth develop the skills needed to succeed when they join the workforce. As part of the program, the teenagers receive compensation in the form of VISA gift cards. Up to \$14,000 were allocated for this endeavor for a duration of 10 weeks.



Innovation & Entrepreneurship

Invest Midwest

The Invest Midwest conference was held on April 17th and 18th in Kansas City. This event provides an opportunity to highlight startups in the Midwest region, creating an opportunity for them to connect with investors, raise capital and make important connections for continued success. There were over 120 applications which were narrowed down to 40 presenting companies across AgTech, MedTech, Digital Health and Digital Tech. "It was exciting to see Athian, one of our Plug and Play AgTech current batch companies pitch at Invest Midwest this year and have the opportunity to make additional connections ahead of the Plug and Play Expo in Topeka in June", noted Stephanie Moran, SVP of Innovation with GO Topeka. It was great opportunity to connect and network with investors throughout the region and to learn about exciting new technologies on the horizon.



Plug and Play Selection Day

The Plug and Play Animal Health and Ag Tech Expo was co-hosted by GO Topeka and Plug and Play in Topeka on June 5th and 6th. Plug and Play is a Tech Accelerator program headquartered in Silicon Valley boosting Innovation through accelerator programs spanning 20+ industry segments in cities around the world. Topeka currently hosts the Animal Health and AgTech Accelerator programs. Over the course of two days startups had the opportunity to attend a resource partner event to engage with partners such as Washburn University, Washburn Tech, Kansas State University, University of Kansas, Network Kansas, Grow Kansas, Department of Commerce and Mid America Angels to showcase the support system for startups in Kansas. The following day, investors, corporate partners and community had the opportunity to see the 18 startups pitch their technologies/products and attend demonstrations. The event wrapped up with a reception at the Evel Knievel museum.



Startup Projects with Kansas State University

Through generous funding from the Kansas State 105 partnership, GO Topeka and Kansas State are working on project engagements with 8 startups from the Plug and Play Animal Health and AgTech cohorts. These projects range in scope from validation of ingredient health benefits, new product development with the extrusion lab, soil sample analysis for cost effective regenerative farming, small animal and cattle clinical trials and pathogen diagnostics. One project has been completed, with contracts in place for 4 additional projects which are underway. A panel discussion during Plug and Play Expo featured Bret Lanz with K-State, Mark Majors with Gaia Ag and Sharon Tuttle with 5 Element Food Therapy moderated by GO Topeka's Stephanie Moran where they discussed the types of projects that are taking place and the collaborations between startups that are resulting as they've worked together during the Plug and Play program.



Washburn Student Business Accelerator Fund (SBAF)

On April 19th, Stephanie Moran, SVP of Innovation served as a panelist for the Washburn University Student Business Accelerator Fund pitch event. Students and recent alumni have an opportunity to pitch in 3 categories designed to help develop a business idea or startup a business. The SBAF program provides continued support to recipients as they build their business to ensure they stay on the right track. Each entrepreneur who receives funding for their business can choose to work with a mentor who can advise and aid in the disbursement and management of the funds. Recipients are required to report their progress to the SBAF committee at the end of the first year of operations. This is the ninth year of the program and 9 students pitched their business ideas and were awarded the following funding.

Stacy Briggs, MAcc Degree (Independence, Mo.)

The Golden Bubbler Tap Trailer – Startup Award (\$18,200)

Chris Paez, Washburn alumni (Paraguay)

Atlantis Fragrances – Startup Award (\$9,600)

Shanice Hutson, business major (Barbados)

Bless Fitness – Development Award (\$1,000)

Diana Martinez-Ponce, Washburn alumni (Garden City, Kan.)

Butterfly Effect Marketing – Development Award (\$1,200)

Sydney Achilles, business major (McPherson, Kan.)

Professional Organizing Service – Development Award (\$1,200)

David Huesers, art major (Topeka)

Skapa Water Bottles – Development Award (\$1,300)

Shanise Brooks, MBA (Topeka)

Clean Kicks – Development Award (\$1,000)

Adisyn Stofer, PTA Program (Topeka)

Adi's Art Company - Development Award (\$2,000)

Arnav Pokharel, computer science major, & Rajeshwori Malla, computer science/business major (Nepal)

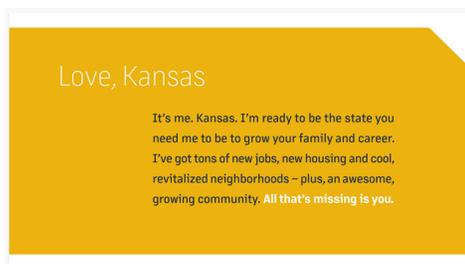
Plexi Network – Development Award (\$1,000)



Talent & Workforce Attraction

Love, Kansas

The Kansas Department of Commerce is partnering with Kansas Tourism to launch a talent attraction campaign aimed at bringing former Kansans back to the Sunflower State! Topeka has the privilege of being selected as a pilot community to help launch this amazing campaign! Love, Kansas is a love letter from the Sunflower State to anyone seeking a new pace of life. We are one of the most cost-effective states in America, and we are reaching out to future Kansas to showcase why our beloved state is a vibrant place to live, work and play. At its core, Love, Kansas will provide insights into our state and city's abundant careers and expanding industries. The campaign will also highlight all of the amazing things Topeka has to offer, from great schools, neighborhoods, quality of life, cost of living, recreational opportunities and more! Be on the lookout for events designed to invite your loved ones back to this great city, and in the meantime, check out the Love, Kansas website at www.lovekansas.com.



Child Care

The Family Forward initiative officially launched in early June, hosted on the steps of Washburn Tech. GTP's Angel Lang shared the stage with other community leaders who play a role in addressing the child care crisis to build momentum around this important initiative. Family Forward is a grant-funded initiative administered jointly by the Greater Topeka Partnership and Child Care Aware of Eastern Kansas to expand child care in Shawnee

County. A severe shortage of quality child care prevents a large number of parents from returning to the workforce after the birth or adoption of a child. In Shawnee County, this child care shortage directly impacts the ability of employers of all sizes to hire the workforce they need. Deliberate action is needed to address this problem. This is something that the GTP hears from employers regularly. Grant funding alone cannot solve this issue. It also requires investment from the business community to create a culture that advocates for and accommodates working parents. The Champions for Child Care initiative encourages the business community to adopt family-friendly and family-forward policies as well as provide financial support for the Family Forward Fund. Family Forward brings businesses, child care providers, families and workforce together to address the child care shortage. Family Forward grant funding has helped child care providers start up and expand so that more quality child care is available. Cite examples of centers that have already expanded or in the process of expanding. Family Forward is also helping child care centers find the workforce they need with an online application, so prospective employees only need to submit one application to be considered for job openings at any of the centers in the program. To learn more about this great initiative, support the fund, and help raise awareness, visit www.familyforwardnow.org. To hear more about how the child care shortage affects our business community and economy as a whole, check out KTWU's I've Got Issues segment, featuring GO Topeka's Director of Workforce & Talent Initiatives Trina Goss, and Sarah Elsen, Executive Director of Child Care Aware of Eastern Kansas. <https://watch.ktwu.org/video/igi-1406-childcare-in-kansas-toqw0v/>



Choose Topeka 2.0 Relocation Incentive

\$294,972

IN TOTAL COMMITTED FUNDS

\$254,972 EMPLOYER MATCH FUNDS

\$30,000 BOOMERANG FUNDS

\$10,000 TRANSITIONING SERVICE MEMBER FUNDS

69

APPROVED
FAMILIES

31

RENTING

36

PURCHASED
HOMES

20

OF STATES
MOVED FROM

61

EMPLOYER
MATCHED

6

BOOMERANG

2

TRANSITIONING
SERVICEMEMBER

22

UNIQUE
EMPLOYER
SUBMITTALS

12,000+

PROFILES
CREATED ON
SKILLFIT

ECONOMIC IMPACT ANALYSIS

\$91,547

TOTAL AVERAGE SALARY

\$99,269 EMPLOYER MATCH

\$76,103 BOOMERANG

16.3x

\$1,517,992

RETURN ON INVESTMENT
IN YEAR 1

83.7x

\$7,816,782

RETURN ON INVESTMENT
AFTER 5 YEARS

INTERESTING FACT

Topeka is now a pilot community for the statewide boomerang talent attraction program launching this summer. We expect to see an increase in boomerangs moving back to Topeka.

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. In 2023 we secured the New York Post, Wall Street Journal, NBC News, Telemundo, Telemadrid, and more. This totals an earned media value of \$14M since 2019.



Forge Young Talent

TopCity Interns

One of Forge's talent retention programs, TopCity Interns, kicked off this summer with 375 interns representing 35 local Topeka and Shawnee County employers. The TopCity Intern program is a tool designed for employers to help engage interns while they are interning during the summer. The program includes events and programming designed to familiarize interns with Topeka and Shawnee County as well as provide personal

and professional development opportunities. This summer the interns were able to experience some of Topeka and Shawnee County's coolest young professional offerings from The Topeka Zoo, Lake Shawnee and Adventure Cove, TopTracer Golf at Great Life North and networking events at Axe & Ale and GTP's Business Unwind, as well as an opportunity to meet with community leaders at a panel event at Advisor's Excel.



Forge

Forge had a busy quarter 2 with a variety of events that engaged the young professional community in Topeka and Shawnee County. Events include a kickball tournament and tailgate, Mimosa Yoga, Membership Coffee Social, Tour Topeka in partnership with Parks and Rec, a Bar Crawl on the Topeka Metro Route 29, VIP Eats and Beats, Live Your Dream Symposium in partnership with TCALC, and a Golf 101 Panel about doing business on the golf course and other corporate outings.

Membership Campaign

In an effort to maintain membership growth that we've seen the last few years we are continuing our marketing and recruiting campaign. Phase one of the spring campaign launched in April and ran for several weeks. We adjusted our marketing collateral and messaging for phase two which launched in June. A full marketing recap will be available shortly.

Workforce & Talent

2024 Q2 Workforce Data

Total Working Age Population
(16 YEARS AND OVER)

98,420
TOPEKA

138,728
SHAWNEE COUNTY

KS 2,279,955
US 268,250,667

Labor Force Participation

64,451
TOPEKA

93,332
SHAWNEE COUNTY

KS 1,507,696
US 167,907,667

Employment

62,492
TOPEKA

90,692
SHAWNEE COUNTY

KS 1,459,950
US 161,257,667

Jobs

85,588
TOPEKA

99,927
SHAWNEE COUNTY

KS 1,419,561
US 153,189,386

Average Wages

\$58,037
TOPEKA

\$58,025
SHAWNEE COUNTY

KS \$58,883
US \$72,773

Labor Force Participation Rate

65.49% TOPEKA

67.30% SHAWNEE COUNTY

KS 66.13%
US 62.59%

Employment-Population Ratio

63.50% TOPEKA

65.40% SHAWNEE COUNTY

KS 64.03%
US 60.11%

Unemployment Rate

3.0% TOPEKA

2.8% SHAWNEE COUNTY

KS 3.2%
US 4.0%

*Total Civilian Non-institutionalized Population



Small Business Incentive Program

Incentive Types

Construction

13

Marketing

12

**Architecture
& Design**

3

Equipment

21

Proof of Concept

1

**Professional
Services**

4

Global Markets

1

**PREAPPROVAL
2024**

55

**Incentives
Totaling**

\$292,525

LIFE OF PROGRAM

731

**Incentives
Totaling**

\$3,218,997

*Some companies may have been awarded more than one incentive.

DEMOGRAPHICS OF APPLICATIONS IN PROCESS

9

Minority Owned

19

Women Owned

0

Veteran Owned

0

Disabled Owned

0

SBA 8(a)- Certified

Community Outreach: Small Business Incentives

During the second quarter of the year, our community outreach for the Small Business Incentive program involved re-connecting with previous recipients who's projects have hit their 3 year mark and are now able to reapply. We also saw an uptick in calls and drop ins from interested business owners.

Media

Stephanie appeared on WIBW's Red Couch with Melissa Brunner on June 10th to share about the upcoming Young Innovators Market and Contest held on July 12th at Everygy Plaza. This event featured local 7th-12th graders as they not only sold their own products but engaged customers and learned how to create an appealing booth. Participants all walked away with the income earned from their sales, but also prizes from judging done by secret shoppers.



Small Business

43rd Annual Small Business Awards -

The 43rd Annual Small Business Awards celebrates and honors Small Businesses in our community for their growth and efforts over the year. We were excited to honor 20 local small businesses and members of the Greater Topeka Partnership during our ceremony in the Townsite Ballroom, ultimately leading the winners of each category and an overall winner for TopCity Small Business of the Year. Prior to the awards, Mayor Padilla shared his thoughts and gratitude for those working so hard to achieve their goals and serve our community and Jake Farrant with Mammoth Sports Construction shared about his entrepreneurship journey and his advice.

Finalist Include:

Emerging Innovation - Love Lifesciences

Micro Enterprise - AO Nola Praline Candy

Young Entrepreneur - Circle Coffee Co.

Manufacturer - Automation Controls

Women Owned - Onyx Salon

Veteran Owned - Curb Appeal

Minority Owned - Patterson Family Child Care Center

Top City Business of the Year - Patterson Family Child Care Center

Small Business Council

We're thrilled to announce the latest additions to the Small Business Council, reflecting our commitment to diversity and innovation within our community. Following an influx of submissions, we're proud to welcome 11 newly elected small business owners from our city and county. These individuals bring a wealth of experience, diverse backgrounds, and fresh ideas to the council as they embark on their 3-year terms of service. Join us in welcoming the new members of the Council ;

Amanda Chavez, Chavez Restoration

Amanda Lewis Thompson, Coldwell Banker

Bobby Santacroce, Bobby's Food Co.

Carmen Romero Nichols, La Creperie Co.

Kaylee Champagne – Champagne Made & FORGE Representative

Kelly Schuster, The Linen Tree

Loni Foster, The Mix

Samantha Hill, H&H Designs

Shelby Irick, The Beacon

Staci Williams, Petland

Yvonne Guy, Farmers Union Midwest Agency

Small Business Council Training Series

On April 11th, the Small Business Council hosted their bi-monthly training. This month featured Taylor Overton of the Department of Commerce as she presented on "Unlocking Opportunities", which drew about 50 attendees, all representing minority or women-owned businesses. Hosted in collaboration with the Kansas Department of Commerce Office of Minority and Women Business Development, the session provided essential insights into the certification process, empowering participants to navigate the competitive market with confidence. Throughout the event, attendees received expert guidance on certification eligibility, application processes, and strategies for leveraging certification to access new markets and opportunities.

On June 13th, the Small Business Council hosted a training course titled "Understanding the Basics of Digital Marketing" with Tobias Harvey, SBC Chair. During this session, attendees were able to learn the fundamentals of digital marketing such as social media, search engine strategies, branding, and paid media. Tobias led them through a worksheet activity that helped build their own strategies unique to their organization. This was the 5th occurrence of the bi-monthly trainings, continuing to prove successful in attendance and that it is filling a need in our small business and entrepreneurship community.

GO Topeka Staff

Molly

Howey



President,
GO Topeka

Stephanie

Moran



SVP
of Innovation

Trina

Goss



Director, Business &
Talent Initiatives

Rhett

Flood



Executive Director of
Forge Young Talent

Ashley

Lehman



Director of Business
Development

Israel

Sanchez



Director of Equity &
Business Development

Stephanie

Norwood



Director of
Entrepreneurship
& Small Business

Erin

Young



Marketing
Project Manager

Manuel

Castro



Executive
Coordinator

Michelle

DeWeese



Executive
Coordinator

Matt

Pivarnik



CEO, Greater Topeka
Partnership







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



2024 Go Topeka Board of Directors

Elected Directors

Scott Hunsicker	Kansas Financial Resources
Chris Faulk	McElroy Electric, Inc.
Jim Klausman	Midwest Health
Cassandra Taylor	HTK Architects
Jacob Wamego	Prairie Band, LLC
Doug Wolff	Security Benefit
Jeff Martin	Evergy
Paul Bossert	Premier Staffing
Martha Piland	MB Piland
Sara Girard	Central National Bank
Manny Herron	Haus Property Partners
Dr. Rob Kenagy	Stormont Vail Health
Kevin Rake	HME, Inc.
Travis Morris	Summit Materials
Troy Simoneau	Kansas Gas Service
Dr. Sam Al-Murrani	Bimini
Daina Williams	L&J Building Maintenance
Scott Campbell	The University of Kansas Health System St. Francis
Kurt Kuta	CoreFirst Bank & Trust
Shane Hillmer	Southwest Publishing
Calla Haggard	Community Bank
Joe Caldwell	Bartlett & West
Tammy Dishman	Capitol Federal

Directors Appointed at Large

Michael Odupitan	Omni Circle
Dr. Kevin Hahn	Tri-Source Pharma
Linessa Frazier	American Century Investments
Marvin Spees	Capital City Oil
Neal Spencer	Ernest-Spencer
Ashley Bettis	PTMW, Inc
Joe Hishmeh	Fellowship Bible Church

Directors By Virtue of Position Held

Michael Padilla	City of Topeka, Mayor
Kevin Cook	Shawnee County Commissioner
Rich Eckert	Shawnee County Councilor
Neil Dobler	City Council Member
Curtis Sneden	MTAA
Marshall Meek	Washburn University
Richard Nienstedt	City of Topeka, City Manager
Lt. Col. Chris Hill	190th Refueling Wing



go >topeka

A Greater Topeka Partnership Organization

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization



Prepared for JEDO
Joint Economic Development Organization