



Choose Topeka 2.0
Talent Relocation Incentive Renewal Request
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Update

The Choose Topeka Relocation Program has been very successful since the employer match announcement after the December 2019 JEDO Meeting. Since the start of Choose Topeka 2.0 in February 2023, employers have submitted 90 employees for the incentive, plus 9 boomerangs and 4 transitioning military have participated in the program. Since the start of Choose Topeka in 2019, 204 individuals and/or families have relocated to Shawnee County through the Choose Topeka program, with three rounds of funding being utilized, totaling \$900,000.

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 was developed for implementation through Momentum 2027. In addition to a stronger focus on supporting Shawnee County business workforce needs, expanded breadth of target markets, boomerangs and exiting military, a wraparound immersion program and other enhancements were introduced, including a survey to recipients after one year of residency, welcome boxes filled with local flair, new residents luncheons, and "Career Coach," an online portal for interested parties to search and apply for Shawnee County employment based on their own skills and experience, and to be entered into a database that has been accessed and utilized by employers when searching for talent. Career Coach also allows employers to post jobs directly on the site, visible to the 20,000+ visitors of the Choose Topeka website every year. An additional \$65,000 was requested and approved in February 2023 for these new enhancements.

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 and enhancements, **with requested funds from carryforward of \$300,000**. These funds will cover the employer match, boomerang and transitioning military incentives, and the continuation of the existing enhancements for approximately 2 years.