

Tell The World!

MARCH 2007

A Five-Year Economic
Acceleration Program to
Market the Topeka/
Shawnee County Region

TAKING OUR ECONOMIC DEVELOPMENT EFFORTS TO THE NEXT LEVEL

Competition is fierce in the world of economic development. Topeka/Shawnee County competes with 18,000 other communities in its quest to create and retain jobs and capital investment. Sometimes that competition is limited to other communities in Kansas. More often than not, that competition is nationwide...and worldwide.

Development Sales Tax—even further. You committed an additional \$2 million these past five years—another \$400,000 a year—by investing in the “Building a Brighter Future” campaign.



MISSION STATEMENT/ PROGRAM OBJECTIVE

Tell The World! will create an environment that grows jobs and investment through expansion of existing industry, entrepreneurial activity, and recruitment of new businesses to the area.

Tell the World! sets a course for the future that is relevant to Topeka/Shawnee County's needs, targets measurable goals, and is accountable to its investors. Tell the World's efforts will be driven by our five-year Strategic Plan for 2008 through 2012, a plan that will help Topeka compete with 18,000 other communities.

Driving our Strategic Plan is a comprehensive economic analysis of the Topeka MSA conducted by Competitive Strategies Group (CSG), an international economic development consulting firm. CSG's research determined that Topeka has the potential to be an entrepreneurial community, being in the epicenter of a highly educated population. But, more is needed, including investing in quality-of-life infrastructure and in venture capital.

CSG commended local leaders for their excellence “in creating a source of funds for economic development and the creation of GO Topeka.” As you know, area business leaders took that public source of funds—the \$5 million a year generated from the Economic

Looking toward 2008 through 2012, CSG's researchers determined that GO Topeka must take its economic development efforts to the next level, both in policy making and in resource allocation, to reach long-term goals. In addition to providing incentives and site development, GO Topeka must expand its mission to:

- Be **global** in scope and provide more staff resources to target prospects.
- Find **solutions for employers** to retain and expand existing businesses.
- Enhance **workforce development** activities to better meet employers' workforce needs.
- Have enough **flexibility** to proactively respond to community initiatives and supplement limited governmental incentives.

To accomplish this expanded mission, we are again asking for funds from the private sector—this time \$2.5 million over the next five years—to supplement economic development sales tax funds.

TELL THE WORLD!

GLOBAL BUSINESS DEVELOPMENT

Projected five-year cost: \$5 million

The Chamber will establish a Global Business Development team staffed by economic development, business development, research, small business development, and communications professionals to promote Topeka worldwide to attract new business to the region. Activities will include, but not be limited to:

- Increase Economic Development staff resources to designate a Senior Vice President whose focus will be on overall strategy and vision—proactive in targeting prospects.
- Solicit capital investment and job growth opportunities both nationally and internationally, implementing the target market analysis recommendations and strategies.
- Conduct approximately 16 high-profile national and international business development missions over a five-year period.
- Develop a state-of-the-art community marketing campaign and materials to promote Topeka's strengths and assets.
- Produce promotional prospectuses for the targeted industry sectors.
- Enhance the Chamber web site to include relevant statistical and demographic information, as well as a regional inventory of available sites and buildings, using GIS technology.
- Develop a Business Information Center with a Chamber research staff professional to serve as the premier repository of business-related community data of the Topeka MSA.

EMPLOYER SOLUTIONS

Projected five-year cost: \$500,000

The Chamber will designate a business development professional from the staff to work exclusively on implementing existing business retention and expansion strategies:

- Conduct approximately 1,000 existing business site visits over a five-year period.
- Conduct visits to home offices of local branch operations whenever strategically appropriate.
- Actively search for synergistic relocation and expansion opportunities that will help existing businesses grow, focusing particularly on supplier linkages with existing businesses.
- Assist and support the small business incubators in creating and nurturing viable new entrepreneurships.
- Create a "Rapid Response" Team providing liaison ombudsman services between existing businesses and appropriate city, county, and state programs and officials.

Total Projected Five-Year Cost of Tell The World! Program: \$7.25 Million

- \$4.75 million from the public sector (Economic Development Sales Tax funds)
- \$2.5 million from the private sector (Tell The World! investors)

FLEXIBILITY FUND

Projected five-year cost: \$1,250,000

Create a fund that will enable timely, proactive responsiveness to investor-identified product ("product" meaning Topeka) enhancement initiatives. The fund will be used to:

- Supplement limited existing governmental incentives.
- Pay for initiatives such as those currently under consideration, including a Vision Plan for Topeka/Shawnee County, riverfront redevelopment, and downtown enhancement.

WORKFORCE DEVELOPMENT

Projected five-year cost: \$500,000

The Chamber will establish a Workforce Development program to focus exclusively on developing and implementing strategies designed to meet employers' workforce needs. Efforts will span three sources of potential workers:

- Students emerging from the local educational system. Efforts will include implementing a Career Pathways program to educate students about local career opportunities, and expanding the Partners in Education program to ensure that the content and delivery of local educational systems reflect the interests of the business the community.
- Adults already in the local workforce. Coordinate with other existing workforce development programs operating throughout the Topeka area.
- Out-of-town-recruits. Recruit talent from outside the region, as necessary, to meet short-term employer needs.

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INCENTIVES AND SITE DEVELOPMENT

Cost: \$20.25 million

A total of \$20.25 million will be designated for incentives to create or retain primary jobs, and to acquire or improve facilities or sites. Incentives are performance based and require each company to meet its commitments of job creation or retention, and capital investment.



ACCOUNTABILITY TO OUR MISSION

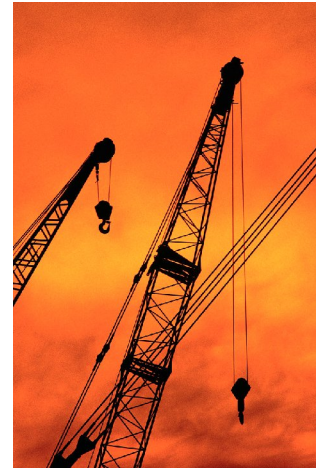
Counting the \$2.5 million in funds received from private investments, a total of \$27.5 million is expected to be used for GO Topeka's economic development efforts from 2008 through 2012. As before (2003-2007), most of the Economic Development Sales Tax funds, which total \$5 million a year (\$25 million total for the five-year period), will be used for incentives and site development.

Just as each company we help is held accountable to meet its commitments in order to receive incentives, GO Topeka, too, will be measured by these stated goals:

- **Grow 5,000 new jobs over the next five-year period (2008-2012).**
- **Facilitate the attraction of 2,500 recruited jobs to the Topeka region over the next five-year period.**

Progress will be reported regularly to investors over the course of the program, along with other measurable indexes, such as capital investment and average wage.

These goals are ambitious—tripling the number of new jobs this five-year period over the previous five-year period. As we take GO Topeka's economic development efforts to the next level, you can be assured that your investment will pay big dividends for your business and for your community.



KEY ACCOMPLISHMENTS: BUILDING A BRIGHTER FUTURE

Five years ago, 124 Topeka business leaders answered the call to "Build a Brighter Future" and pledged \$2 million to help the community's economic development efforts, building on goals set in 2002 to carry us through 2007.

The goals set for 2002 through 2007 pale in comparison to actual accomplishments:

- **The goal for new capital investment totals \$122 million through 2007.** From 2002 through 2006, **new capital investment actually has totaled more than \$392 million**, or an average of \$78.45 million each year. The \$5 million each year from the Economic Development Sales Tax, supplemented by the \$400,000 each year from private investors (\$5.4 million total) means a return of close to **\$15 for each investment dollar spent**. This return on investment does not even count the positive impact of new jobs.
- **The goal for new jobs was set at 1,775 from 2002 through 2007.** So far (2002-2006), **2,485 new jobs** have been created—an average of 497 new jobs each year. According to Paul F. Byrne, Ph.D., Washburn University School of Business, for each 100 new jobs paying \$37,640 a year, \$17.8 million is generated in economic activity—or \$88.5 million each year in economic activity for 497 new jobs. This added economic activity brings **another \$16 for each GO Topeka dollar invested**.

TELL THE WORLD!

DONORS TO 2002-2007 BUILDING A BRIGHTER FUTURE CAMPAIGN

DIAMOND LEVEL—\$15,000/year & above

AT&T, Inc.
 Capitol Federal
 Commerce Bank & Trust
 Hill's Pet Nutrition, Inc.
 Metropolitan Topeka Airport Authority
 Payless ShoeSource
 Security Benefit
 Stormont-Vail, Inc.
 Topeka Area Association of REALTORS, Inc.

EMERALD LEVEL—\$10,000 - \$14,999/year

Capital City Bank
 Harrah's Prairie Band Casino
 McElroy's, Inc./McElroy's Electric, Inc./SAMCO, Inc.
 Prairie Band Potawatomi Nation
 St. Francis Health Center
 Topeka Home Builders Association

GOLD LEVEL—\$5,000 - \$9,999/year

Bank of America
 Bartlett & West Engineers, Inc.
 Blue Cross and Blue Shield of Kansas
 Coffman DeFries & Nothorn, P.A.
 Concrete Supply of Topeka, Inc.
 Ed Bozarth Chevrolet
 FHLBank Topeka
 Ferrell Construction of Topeka, Inc.
 Jostens Printing & Publishing
 Radiology & Nuclear Medicine
 Strathman Sales Company, Inc.
 UMB Bank
 US Bank
 Washburn University
 Westar Energy

SILVER LEVEL—\$1,000 - \$4,999/year

Alliance Bank
 BRB Contractors
 Berberich Trahan & Co.
 CAS Construction
 CJS Industries, Inc.
 Callahan Creek
 Capital City Oil
 Carpenters-District Council
 Columbian Bank
 Columbian Title of Topeka, Inc.
 Community National Bank
 Cook, Flatt & Strobel Engineers, P.A.
 Countrywide Home Loans
 Richard Darnall, DDS
 J.E. Dunn Construction Co.
 e.architects
 Express Personnel
 The Fidelity Banks
 FryeAllen, Inc.
 Goodyear Tire & Rubber Co.
 Gray & Company
 Griffith & Blair American Home
 Services/Griffith & Blair Commercial
 HDB Construction
 Heartland Park Topeka
 John Hoffer Chrysler Jeep, Inc.
 ILC of TOPEKA & LAWRENCE, LLC
 IMA of Kansas, Inc.
 INTRUST Bank
 Jayhawk Beverage

BRONZE LEVEL—Up to \$999/year

Answer Topeka
 BA Designs, LLC
 Blue Dot
 Capital Title Insurance
 Carney Construction, Inc.
 Cassidy Orthodontics
 Central Mechanical Construction Co.
 Countryside Bank/Denison State Bank
 Crest Realty
 Russell Forrest, DDS
 Richard Forester
 Dr. David Gillham
 Drs. Hamilton & Wilson, DDS
 Bill Haag, ReMax
 Hein Law Firm
 Heritage Bank
 Horst, Terrill, Karst Architects
 Humes Appraisal Services, Inc.
 KS Commercial Real Estate Services, Inc.

Jayhawk File Express
 Kansas Building Systems
 Kaw Valley Electric Cooperative
 Kaw Valley State Bank & Trust
 Kennedy & Coe LLC
 Lower Heating & Air Conditioning
 M-C Industries
 MRV, Inc., /Equity Ventures, Inc.
 McPherson Contractors, Inc.
 Mize Houser & Co.
 Dr. Anita Murray-Clary
 Nichols & Wolfe Chartered
 D.F. Osborne Construction, Inc.
 Parrish Hotel Corp.
 Peoples Benefit Group, LLC/
 Peoples Commercial Insurance
 Service, LLC
 Personalized Brokerage Services, Inc.
 Pratt Enterprises
 Professional Engineering Consultants
 Residence Inn—Mariott
 Restoration and Waterproofing
 The Robb Company
 Dale Sharp Honda, Inc.
 Silver Lake Bank
 Sports Car Club of America
 Topeka Blue Print
 The Topeka Capital-Journal
 Robert Wood, DDS
 Young's, Inc.

Kansas Development & Investment Co., Inc.
 Kelley Construction Company
 John Love, ReMax
 Lawyer's Title of Topeka
 Midway Sales and Distribution
 Modern Air of Topeka
 NAI nVision Commercial Real Estate
 New York Life Insurance, Rick Friedstrom
 Plumbing by Carlson, Inc.
 Prudential First REALTORS
 Salisbury Supply Company
 Senne Company, Inc.
 Six Auto Sales & Service
 Taggart & Associates
 Valley, Inc.
 Mike VanDyke Chartered
 Financial Consultant
 G.W. Walker Construction
 Wildwoods, Inc.

Pie chart—
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Showing how all dollars have been utilized 2002-2006.