



Greater Topeka
Partnership



Greater Topeka
Partnership
MEMBER BENEFITS



ABOUT THE GREATER TOPEKA PARTNERSHIP

For 138 years, Topeka & Shawnee County have been served by a partnership dedicated to serving the trade, manufacturing and civic interests of the city. In 2018, The Chamber of Commerce, GO Topeka, Visit Topeka, and Downtown Topeka Inc., joined forces to create the Greater Topeka Partnership.

Today, The Partnership has about 1,000 member firms and 1,800 members. Programs include services and events, government advocacy, leadership development, young professional engagement programs, and marketing and communications initiatives to promote the Topeka & Shawnee County area to residents and businesses regionally and nationally.

THE PARTNERSHIP MISSION

The Greater Topeka Partnership's mission is to drive economic and community development in the Greater Topeka & Shawnee County area. Together with five affiliate economic development organizations, more than 1,000 Regional Business Members and 100+ Investors, The Partnership grows opportunity, helps create jobs and promotes Topeka as the best place to live, play, work or build a business.

MAXIMIZE YOUR MEMBERSHIP

BY TAKING ADVANTAGE OF
THESE OPPORTUNITIES

The Greater Topeka Partnership strives to maximize members' success and the area's economic vitality.

Whether your business is an entrepreneurial venture, an established company or a nonprofit organization, your membership in The Partnership can:

- Expand your network
- Enhance exposure for your products, programs and services
- Equip you with opportunities to increase your knowledge of community initiatives
- Engage your expertise through The Partnership's committees and other venues
- Enlist advocacy support for legislative issues that affect businesses of all sizes

WHAT'S IN IT FOR ME?

1

ABILITY FOR FREE MONEY

Don't overlook available resources that can help your business succeed. Grants, incentives and other options are within your reach.

2

NETWORKING

Exchange information and ideas with the business and community leaders that frequent our many events.

3

FREE EDUCATION OPPORTUNITIES

Uncover free educational opportunities that will help your company grow and flourish within the community.

4

EVENT PARTICIPATION

Put yourself out there by hosting, sponsoring or volunteering at one of our many events.

5

ADVOCACY

Come together on the issues affecting businesses in the area and create a unified voice within the community.

6

ADVERTISING OPPORTUNITIES

Advertise with us. We offer many options for your organization to advertise in our multiple publications and events.

7

RESEARCH AND DATA MINING AND ANALYSIS

Work with our full-time researcher to measure your business' economic impact and track growth compared to regional and national trends and collect on data resources.

8

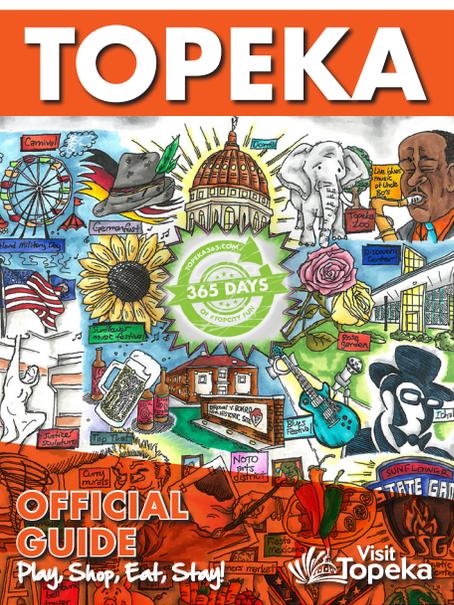
COMMUNICATIONS COACHING

Let our communications staff provide you with helpful tips on producing effective forms of communication.

9

REFERRALS

Find opportunities to collaborate with other members to ensure a strong community.



PUBLICATION & ADVERTISING OPPORTUNITIES

Business Expo

- Promote your business at The Partnership's annual trade show as an exhibitor and/or sponsor.

eNews

- The eNews communication includes information about upcoming events, educational programs, community engagement opportunities and more.

TOP Magazine

- From store openings and plant expansions to member profiles and more, you'll find useful information in a concise format and reasonable rates for marketing your business in this quarterly magazine.

Business Directory and Relocation Guide

- The Business Directory lists your business by name, classification and designated representative and is distributed to every Partnership member. The Relocation Guide is distributed by area realtors and to prospective residents.

Member Marketing Center

- Display your business brochure or business card in The Partnership's lobby or advertise your business on the visitor screen.

Visitor Guide

- Advertise your business to people visiting Topeka who are looking for things to do, eat, or see.

Website Advertisements

- Digital placements are available upon request.

For all marketing and advertising information, contact Kim Redeker at Kim.Redeker@TopekaPartnership.com or call 785.234.1030.

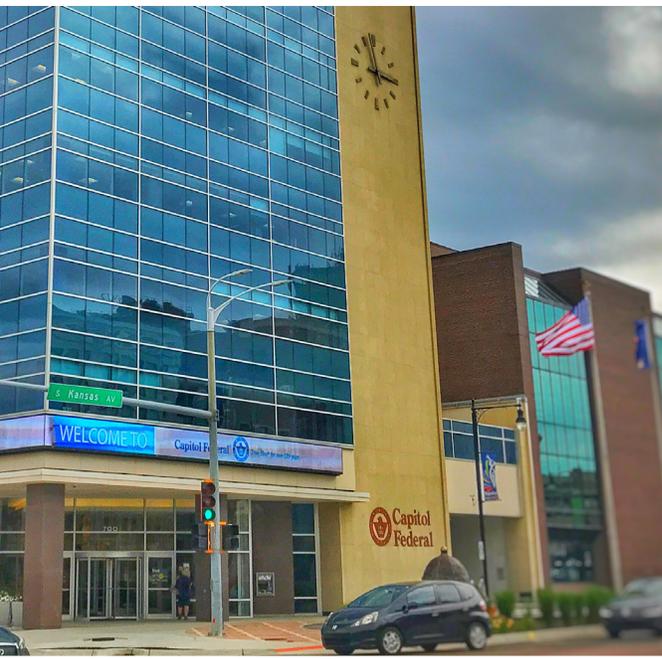
ONLINE AUDIENCE

ORGANIZATION	UNIQUE VISITORS	PAGE VIEWS
VISIT TOPEKA		
* Jan. 1 to Dec. 31	274,922	801,148
TOPEKA CHAMBER		
* Jan. 1 to Dec. 31	19,937	52,323
GO TOPEKA		
* Jan. 1 to Dec. 31	16,929	43,594
DOWNTOWN TOPEKA, INC.		
* Mar. 1 to Dec. 31	6,360	15,332
FORGE		
* July 1 to Dec. 31	2,516	7,876
HEARTLAND VISIONING		
* Sept. 1 to Dec. 31	662	1,745

FOR YOUR INFORMATION

UNIQUE VISITOR is a term used in web analytics to refer to a person who visits a site at least once within the reporting period. Each visitor to the site is only counted once during the reporting period, so if the same IP address accesses the site many times, it still only counts as one visitor.

PAGE VIEW - *This is also called Impression.* Once a visitor arrives at your website, they will search around on a few more pages. On average, a visitor will look at about 2.5 pages. Each individual page a visitor views is tracked as a page view.



NETWORKING OPPORTUNITIES

THE PARTNERSHIP HOSTS NUMEROUS NETWORKING EVENTS TO SUIT YOUR SCHEDULE AND PREFERENCES:

- **Business Unwind** is a monthly social opportunity hosted at a local business from 5-7 p.m. that enables you to meet other members.
- **Power Breakfast** programs are hosted quarterly at a local business from 7:30-8:30 a.m. Programs vary but typically include updates about broad-interest community initiatives.
- **Specialty Events** are hosted throughout the year and provide Partnership members the opportunity to get involved in the community, volunteer or network.

ENGAGEMENT OPPORTUNITIES

The Partnership is always looking for enthusiastic individuals to assist with events, programs and committees.

- Ambassadors
- Business Unwind Committee
- Forge Leadership Team
- Federal Employers Committee
- Heartland Visioning
- Legislative Affairs Committee
- Lunch N' Learn
- Power Breakfast Committee

Visit TopekaPartnership.org to view a complete list of events.



RESEARCH, DATA MINING & ANALYSIS

As your business grows and changes, let the GTP's full-time researcher help you evaluate your business' economic impact through research, data mining and data analysis.

RESEARCH

Business Trend Research

- Examine relevant business trends to better your chances of success; e.g., marketing, finance and management trends.

Business Demographics

- Gain insight on your potential consumer population.

Competitive Analysis

- Identify your current or potential competitors and uncover their strengths and weaknesses.

DATA MINING

Data Resources

- Review the best data sources for different types of research topics relevant to your business.

Data Processing

- Collect and manage your data to better translate it into meaningful information.

Search for Patterns

- Sort through data sets to find trends and patterns to help prepare your business for the future.

DATA ANALYSIS

Measure Data

- Review data measures and statistics and apply to findings.

Data Model

- Provide a data representation that is easy to understand and useful to your organization.

For more information, contact Freddy Mawyin at Freddy.Mawyin@TopekaPartnership.com

MOMENTUM 2022

Momentum 2022 is a comprehensive, actionable, and consensus-based plan to guide the community's collective actions in the years to come. The project is funded by the Topeka Community Foundation, GO Topeka, Heartland Visioning, Topeka & Shawnee County Public Library, and United Way of Greater Topeka. The Strategy seeks to make Topeka & Shawnee County a better place to live, work, play, and do business. It addresses the full range of factors that influence the community's competitiveness – talent, education and training resources, infrastructure, business climate, quality of life, quality of place, and so on.

HOW IT'S DONE

Topeka & Shawnee County are pursuing improved organizational alignment and capacity to effectively advance Momentum 2022. Based on specific implementation requirements of the strategy, the Greater Topeka Partnership was created to align organizations and advance initiatives. It is important to note that no pre-existing organization was abolished and no board of directors was dissolved in this framework. In fact, the oversight board for The Partnership, a Chair's Council comprised of the chairs of the involved boards of directors and key leaders, facilitates a new and powerful collaboration. This is a "win-win" for each organization as its role is expanded and strengthened.

FIVE STRATEGIC INITIATIVES

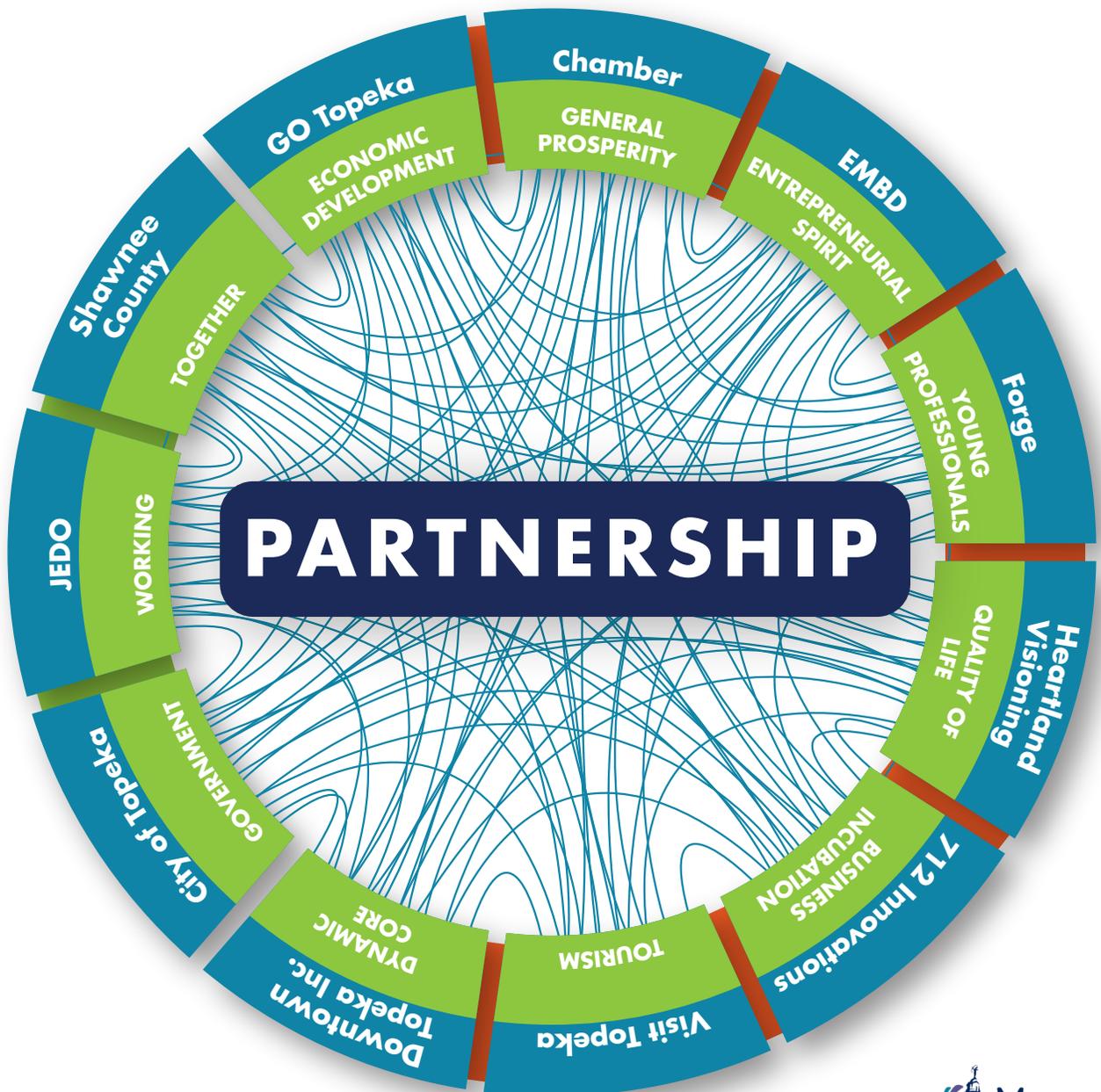
 Develop Homegrown Talent	 Create Vibrant & Attractive Places	 Grow a Diverse Economy	 Promote a Positive Image	 Collaborate for a Strong Community
Align the "Talent Pipeline"	Optimize tools and programs to improve quality of place	Enhance the entrepreneurial ecosystem	Align marketing messages to boost efficiency and impact	Foster and promote a diverse and inclusive Topeka & Shawnee County
Ensure that all children are ready for kindergarten	Develop a dynamic regional core	Maintain a best practice economic development program	Project a positive image to residents and outside talent	Encourage healthy, safe and engaged communities
Prepare students for college and careers	Invest in infrastructure that promotes quality of place	Pursue policies that support holistic economic development		
Expand continuing education for adults				

This model will help Topeka & Shawnee County speak with one voice on issues of community and economic development and help develop organizational ties and efficiencies necessary to advance the strategy and implement the plan.

IT TAKES A TEAM

Momentum 2022 builds upon previous economic development program successes and leverages established relationships to launch new initiatives, expanding upon those already underway to achieve results.

Within each of the goals of this program of work, strategic objectives are defined to correspond to specific issues. The objectives help organize the strategy's various tactical recommendations and provide clarity about the issues that the community can address through collective action. Each recommendation is accompanied by a set of actions that Topeka & Shawnee County is pursuing to effectively activate each recommendation. Each pillar and strategic objective is tied to a set of metrics. The various elements of the strategy are interdependent and connected. No single element of the strategic framework can in isolation advance Topeka & Shawnee County toward its desired future – they are all designed to work together and support one another.





GREATER TOPEKA CHAMBER OF COMMERCE

The Greater Topeka Chamber of Commerce works to advance the general prosperity of the community. As a way to further engage membership, The Chamber provides programs and groups that address important topics in the community:

- **Military Relations Council:** Business and community support for local military members
- **Small Business Council:** Small business development

GOVERNMENT ADVOCACY

The Partnership advocates for members at the city, county and state levels regarding initiatives affecting businesses of all sizes in Shawnee County through the Chamber. The Chamber represents local business interests and takes strong positions on issues pertaining to education, transportation, crime, economic and community development, and other quality of life factors determined to be in the best interest of our membership and community.

During each legislative session, the Chief Operating Officer hosts state representatives and senators for Pie & Politics, informal forums through which Partnership members can interact with elected officials and glean insights about legislative developments.

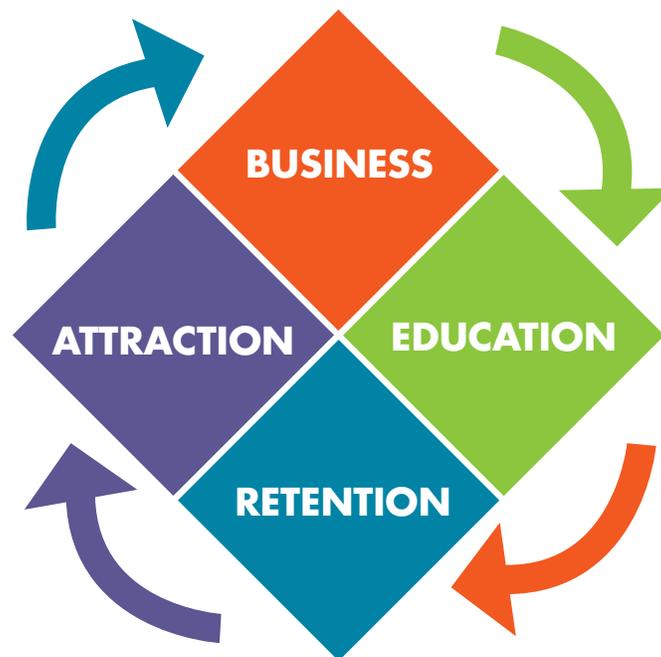


Sign up for periodic legislative updates on Partnership priorities by contacting Curtis Sneden, chief operating officer, at 785.234.2644, Curtis.Sneden@TopekaPartnership.com



GO TOPEKA

GO Topeka envisions a thriving business climate and a high quality of life for the residents of Topeka & Shawnee County. GO Topeka works toward this vision by implementing methods to further education and workforce, drive business development, foster entrepreneurial growth, and further attract and retain businesses to the area.





VISIT TOPEKA

Visit Topeka seeks to increase tourism's economic impact on Topeka & Shawnee County through destination development and brand management. Visit Topeka is also a guide to Topeka's premier events and attractions. Whether you or your business is interested in the local restaurant scene, the must-stop shops or the next big festival, you can rely on Visit Topeka to keep you posted.

- Visitor referrals
- Visitor demographics and dates
- Event/Festival participation
- Welcome bag participation
- Visitor e-news
- Visitor Guide advertising
- Show Your Badge participation
- 10+ hotel room block



TOPEKA365.COM

The Topeka365 event calendar promotes unique and exciting things to do in Topeka & Shawnee County. This resource is not only frequently used by visitors, but locals as well, and is guaranteed to give exposure to your special events. Event information may be submitted at Topeka365.com.



for more information about Visitor Guide Advertising, contact Kim Redeker at Kim.Redeker@TopekaPartnership.com



DOWNTOWN TOPEKA INC.

Downtown Topeka, Inc. (DTI) is the leading advocate for growth and development of Topeka's downtown. DTI offers insights on upcoming events, a first look at downtown revitalization projects as well as reports on the economic well-being of the area.





712 INNOVATIONS

712 Innovations is a creative space to office, access high-tech tools and gain expertise. Facility members have the ability to pursue creative ideas, products and business opportunities by accessing 712 Innovations' economic and workforce development benefits.



EMBD

Entrepreneurial & Minority Business Development (EMBD) is a program of GO Topeka that offers recourses and incentives to small businesses in Topeka & Shawnee County. EMDB provides classes, seminars, forums and grants, as well as educational materials to those wishing to start or expand their small business. Members can expect to be the first to learn about new opportunities within this program.



FORGE

The mission of Forge is rooted in economic development. The viability of the community's industry is dependent upon its ability to recruit, retain and train young talent. The Forge mission is not simply about the replacement of current workforce, it is about driving innovation and creativity. Topeka is not a place for those content to watch idly as others determine their fate and future. Topeka is for individuals willing to forge their own path.





LGT

PTAC

**HEARTLAND
VISIONING**

Leadership Greater Topeka, offered through a retreat and eight sessions January through May, motivates emerging leaders and develops their potential for community leadership by acquainting them with the Topeka community and teaching them skills necessary to lead in the 21st Century.

Kansas Procurement Technical Assistance Center is a program of GO Topeka that helps businesses secure government contracts by providing individualized counseling and informative training seminars about timely contracting issues and the latest guidelines to assist with the procurement system. This Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency. It is funded additionally by Wichita State University, Pittsburg State University, GO Topeka, and Johnson County Community College.

Heartland Visioning facilitates community change to improve the quality of life in Topeka & Shawnee County and seeks to create a growing, prosperous, dynamic, and trusting community.





iINCLUDED

iINCLUDED aims to be the authority on diversity and inclusion within businesses and organizations throughout the region. Each participating organization has made the commitment to improve and grow its diversity and inclusion initiatives and to increase awareness in the organization as well as the overall community on the importance and value of diversity to the company.



SMALL BUSINESS COUNCIL

The Small Business Council meets regularly to discuss challenges on topics and opportunities that benefit the Partnership members and the community.



OTHER SERVICES

- Complimentary notary public services
- Topeka and Shawnee County maps
- With Love, TopCity box
- Event planning toolkit
- Public relations toolkit
- Hospitality training
- Images from our photo archive



RESOURCE GUIDE

Looking for ways to get your business in front of more people while supporting Partnership events? Check out the sponsorship opportunities in our resource guide. This guide gives members a concise overview of the various levels of sponsorship as well as the target audience for each event. This way you are able to decide what events best align with your vision as a business.

Packages are also available for top-tier event sponsorship. Supporting these events helps us advance our development goals and guarantees your organization recognition at our biggest events of the year. In addition, this type of sponsorship allows you to easily view your budgeted amount and make the most of your marketing and sponsorship dollars.

Options are also available to purchase tickets and tables in advance for all of our major events, including Annual Meeting, State of the Community, SM&SH Summit, Small Business Awards, Tap That, Golf Tournament, Financial Services Summit and many other events the Greater Topeka Partnership organizes each year.

For more information please contact Kim Redeker at
Kim.Redeker@TopekaPartnership.com
or call 785.234.1030.

GREATER TOPEKA PARTNERSHIP STAFF

EXECUTIVE TEAM



Matt Pivarnik
President and CEO



Brett Oetting
EVP
President - Visit Topeka



Curtis Sneden
Chief Operating
Officer



Vince Frye
SVP
President - DTI



Kayla Bitler
SVP - Momentum 2022



Molly Howey
SVP - Economic
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**Glenda
Washington**
SVP - EMBD



Natalie Zeller
SVP - Finance



**Mary Ann
Anderson**
Assistant Manager



Andrea Bailey
VP - Administration



Mike Bell
VP - Sales



**Hannah
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Accountant



Rosa Cavazos
Director of Events



Megan Caudill
Executive Assistant



Paul Cervantez
District Maintenance
Specialist



**Karen Lane
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Project Manager



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Jensen Moore
Copywriter



Gabriel O'Shea
Executive Director - Forge



Kelsey Papps
Creative Director



Misty Pry
Sales Assistant



Kim Redeker
VP - Resource Development



Liz Sage
Member Relations Manager



Michaela Saunders
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Jessica Schenkel
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Ashlee Spring
Corporate Events Manager



Barbara Stapleton
VP - Workforce & Education



Jackie Steele
VP - Business Retention & Expansion



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