



Joshua Jefferson

Deputy Secretary of
Business Development

KANSAS
COMMERCE

New Momentum: Kansas Economic Development



Welcome,



**MIDWESTERN
HIGHER EDUCATION
COMPACT**

- Statewide Momentum and Success
- Kansas Framework for Growth
- Commerce + Higher Ed Alignment
- Talent Retention Strategies
- Let's Talk



Statewide Success

2019-2024

**PRIVATE
BUSINESS
INVESTMENT**

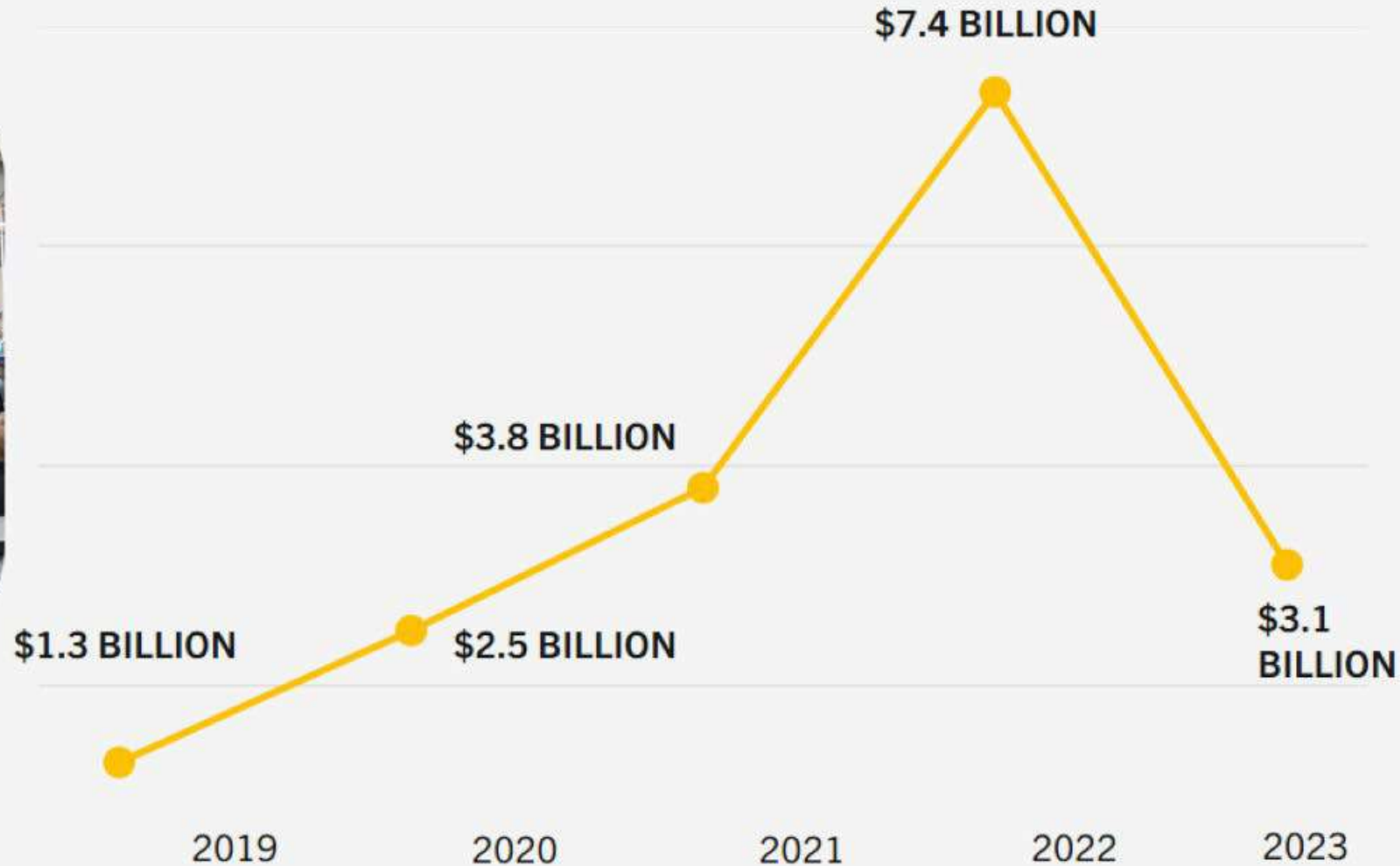
**\$19.9
BILLION**

**NEW AND
RETAINED
JOBS**

69,339

Private Business Investment

2019 - 2023



Perspective

2011 - 2023



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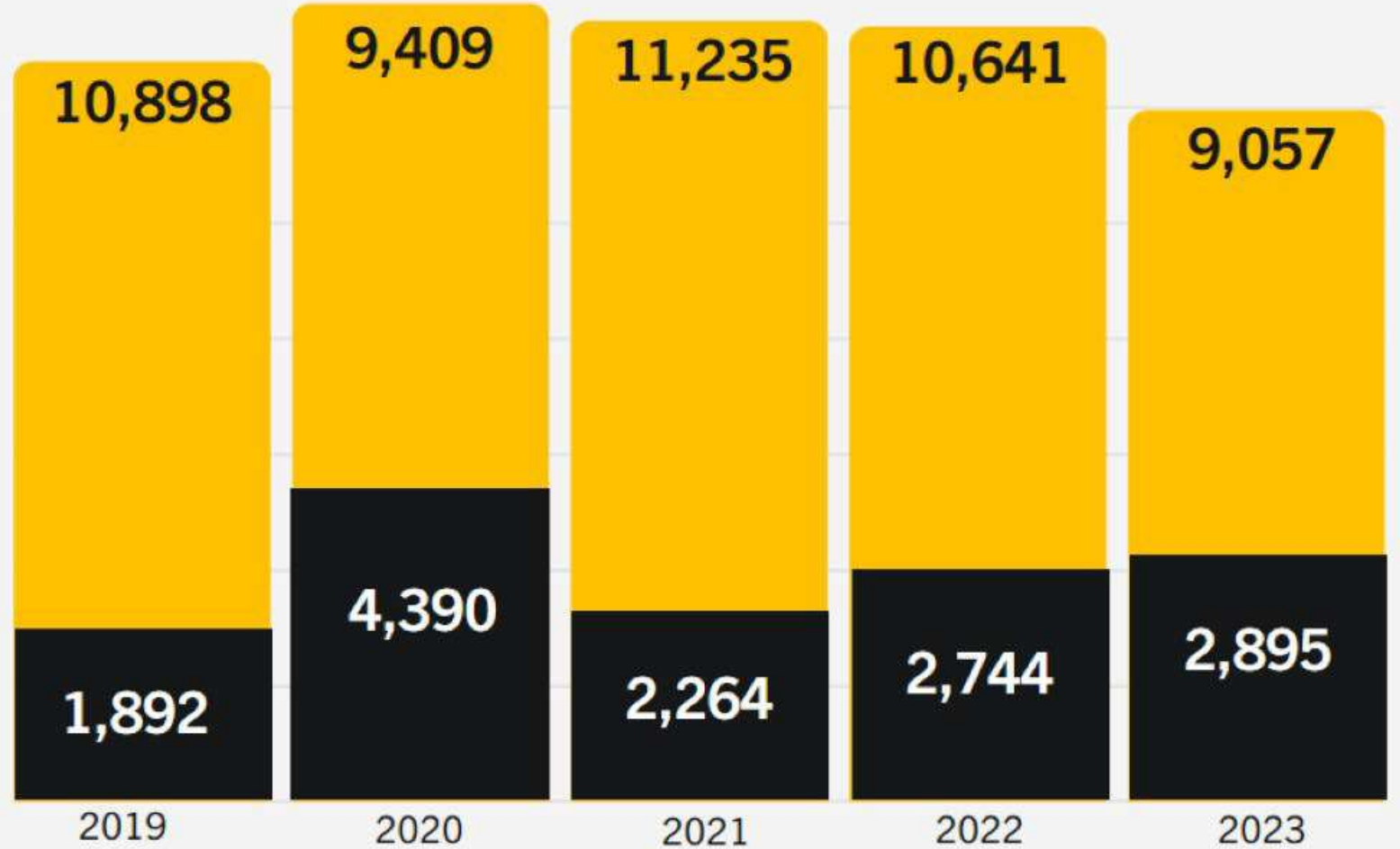
2024 Capital Investment (Year To Date)

\$2.4 Billion



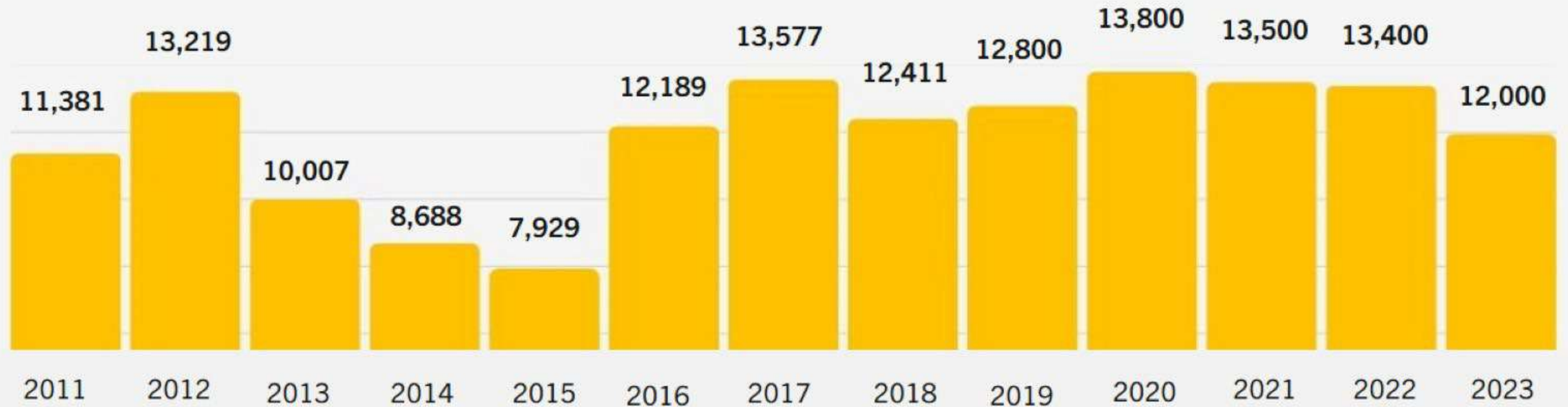
New and Retained Jobs

2019 - 2023



Statewide Job Growth Over Time

2011 - 2023





Kansas is on top

#1 IN U.S.

**ECONOMIC
GROWTH
Q3 2023**



#1 IN U.S.

**MANUFACTURING
METRO
WICHITA**



TOP 5 STATE

**BEST PLACES
TO LIVE IN THE
UNITED STATES**



#1 IN REGION

**BEST
BUSINESS
CLIMATE**



CREDIT RATING

**FITCH GLOBAL CREDIT
RATING IMPROVED**

AA



TOP 5 IN U.S.

**HIGHEST RATIO OF
RENEWABLE ENERGY
GENERATED BY WIND**



#3 IN U.S.

**RATED
MANUFACTURING
HUB**



TOP 3 STATE

**PRO BUSINESS
REGULATORY
CLIMATE**



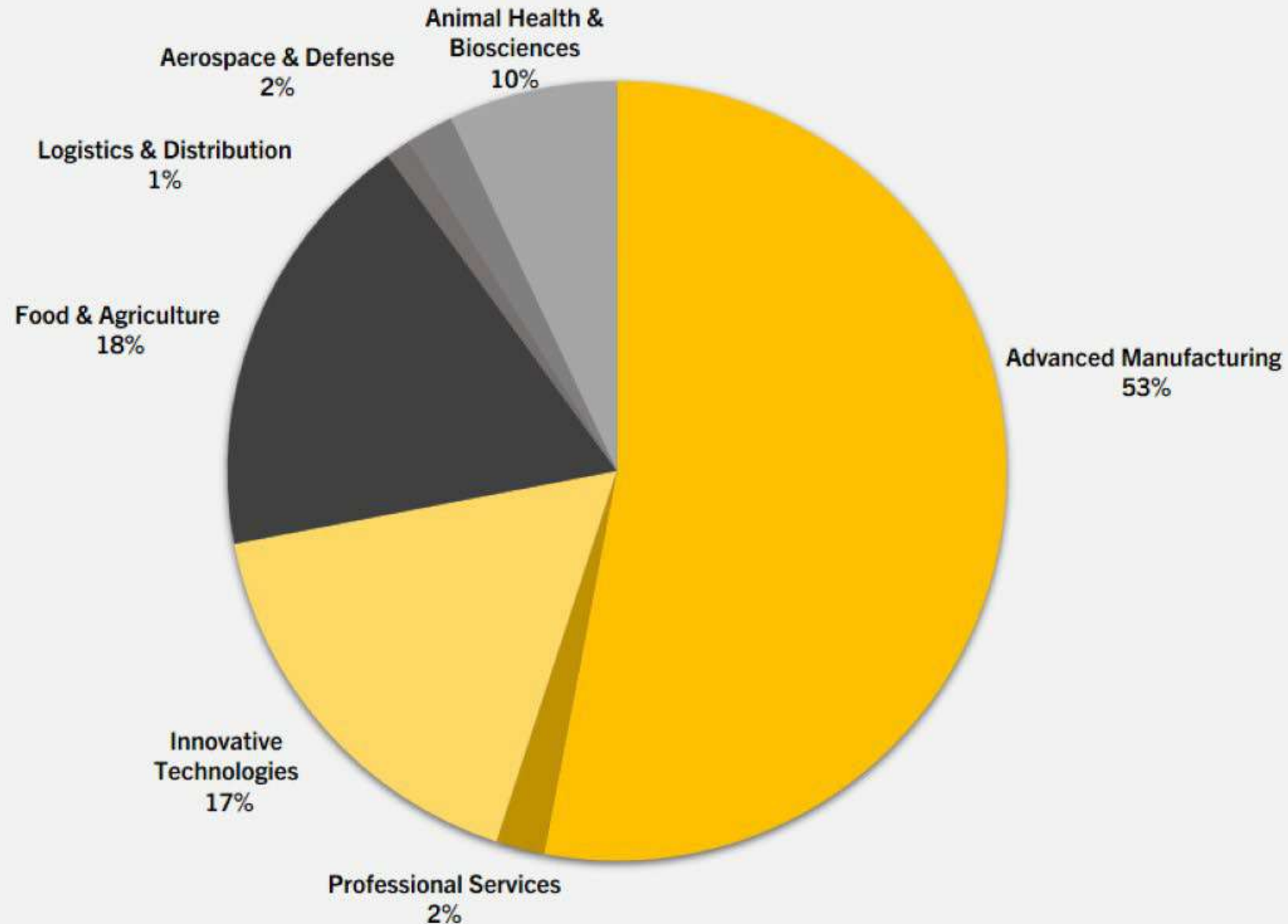


KANSAS

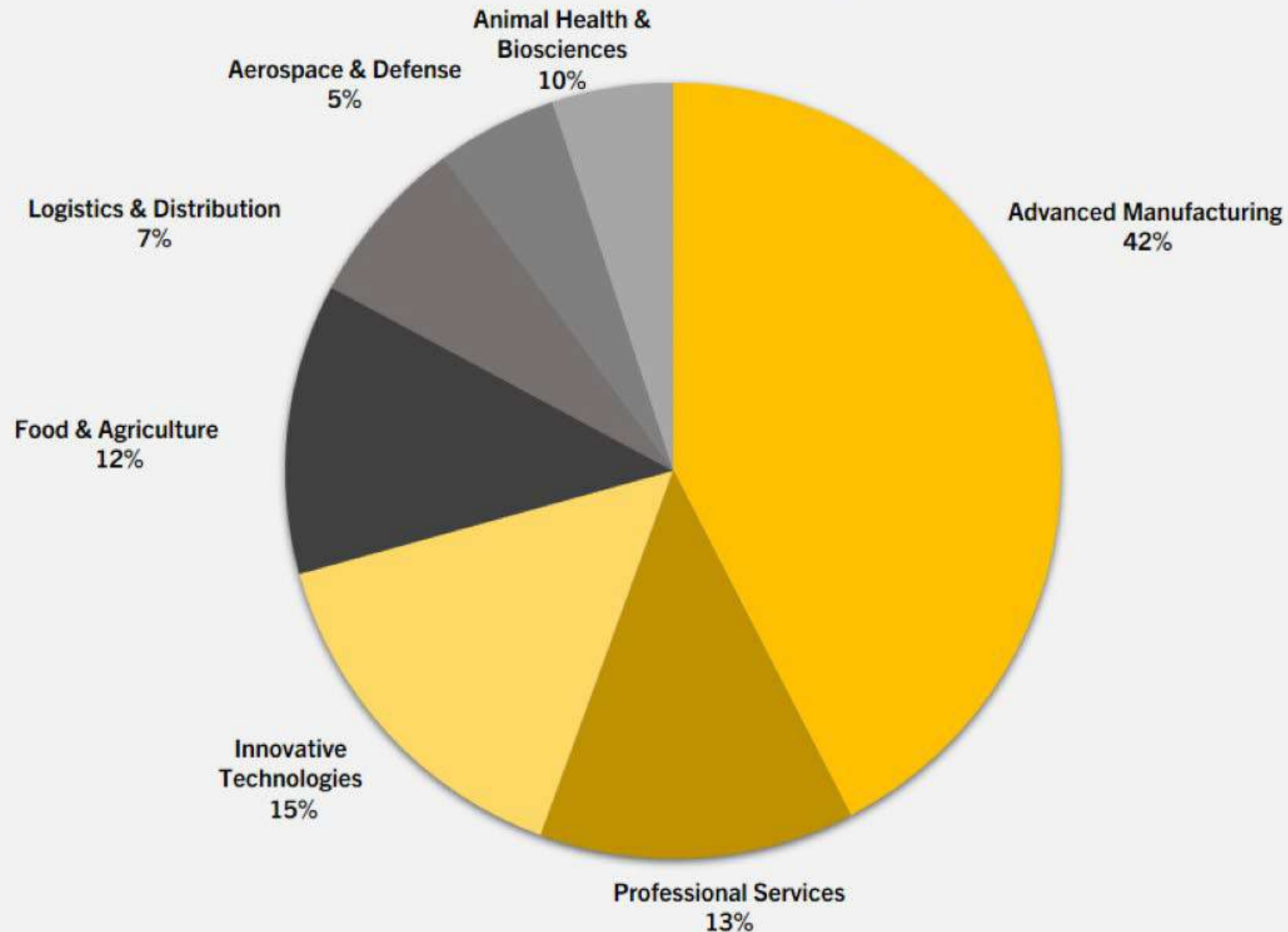
THE STATE OF UNEXPECTED



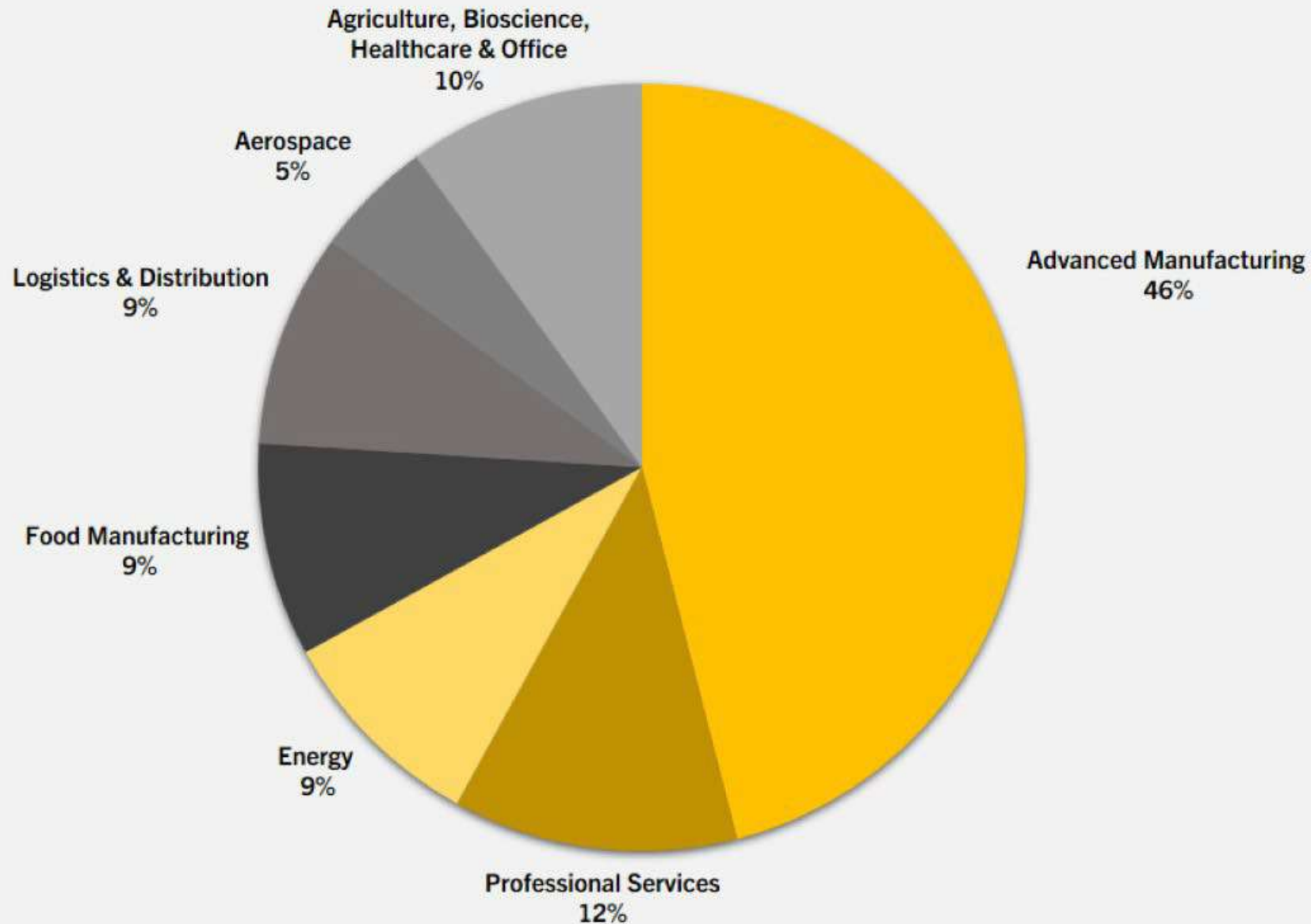
Committed Investment By Target Sector



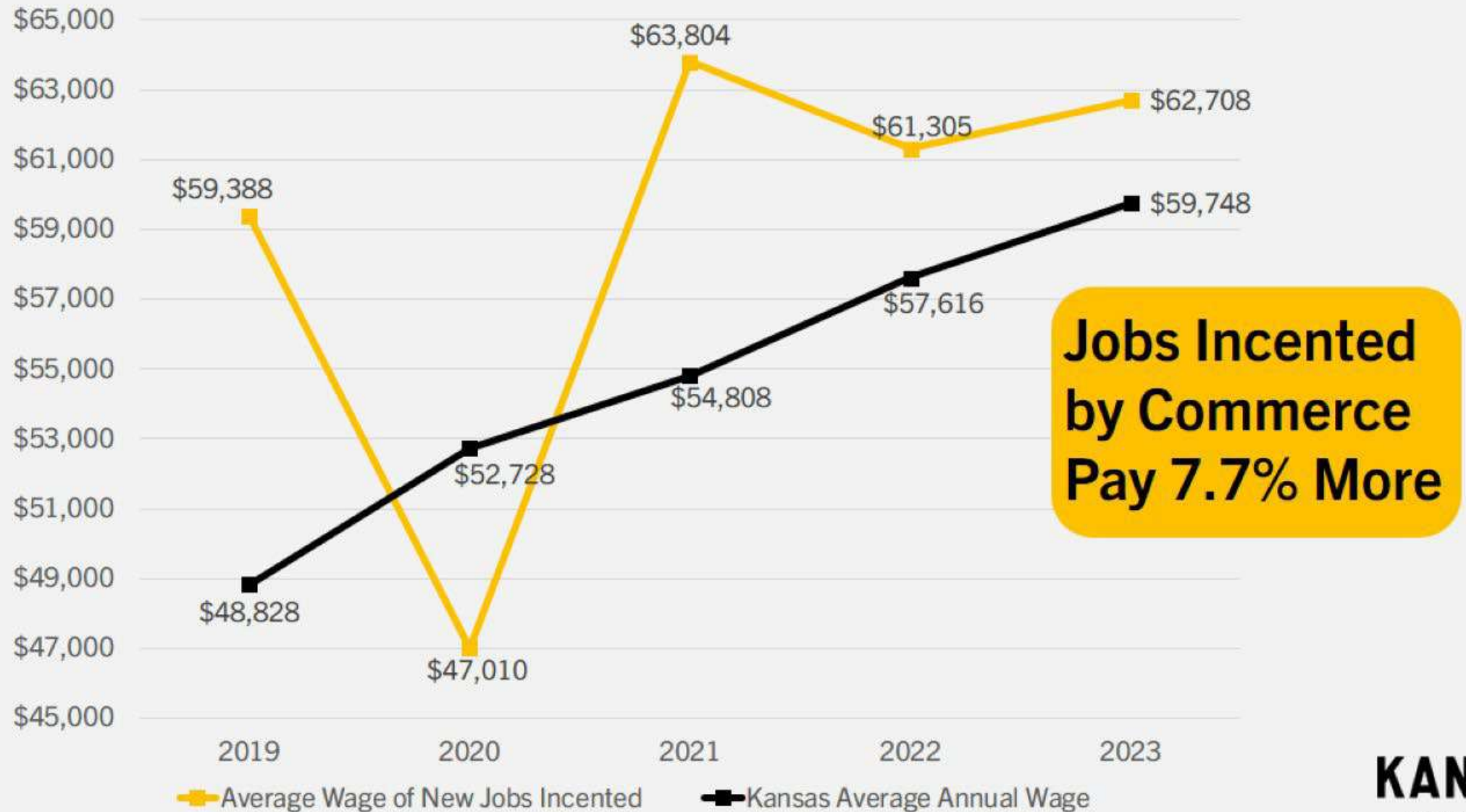
Job Creation By Target Sector



Pipeline of Future Wins



Contributing to Wage Growth in Kansas

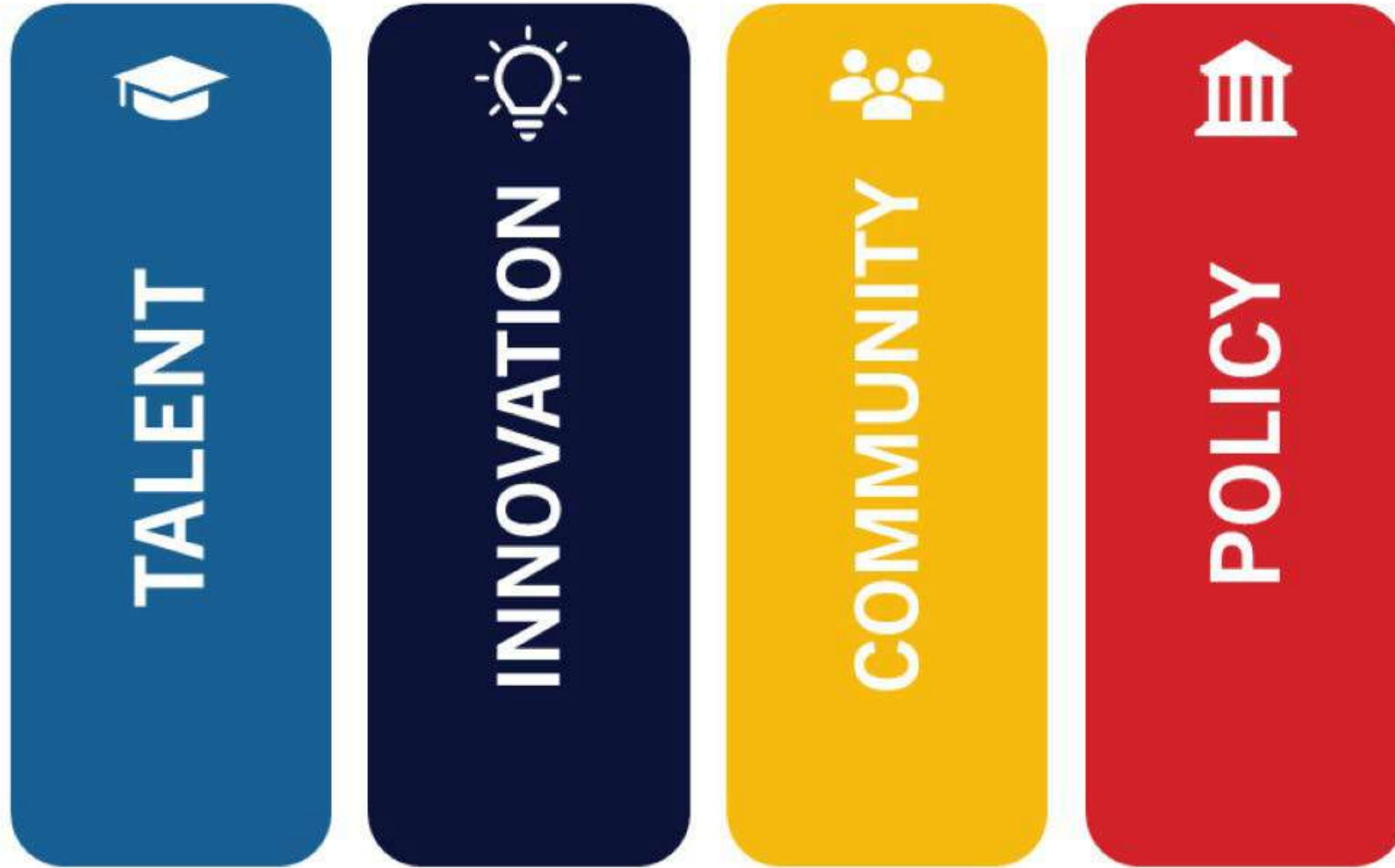


KEEPING KANSAS



ON THE ROAD TO GROWTH

Strategic Pillars:



Target Sectors and Institutional Alignment Examples

Advanced Manufacturing



Aerospace & Defense



Distribution, Logistics & Transportation



Food & Agriculture



Professional & Technical Services



Animal Health & Biosciences



Transformative Technologies



Our Priority Areas:

Housing



Childcare



Broadband



Placemaking



Workforce Development



Our wholistic approach to growth...

- Business Development
- Workforce Services
- Community Development
- Kansas Main Street
- Office of Rural Prosperity
- Office of Innovation
- Office of Minority and Women Owned Business Development
- Kansas Tourism
- International Trade
- Office of Broadband Development
- Office of Registered Apprenticeship

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Alignment = Growth



Commerce + Higher Ed Alignment

Talent

Training, Developing, Recruiting and Retaining

Tech Transfer

Turning Today's Ideas into Tomorrow's Businesses

Transformation

Investing in Communities, Building the New Kansas



Training Pipeline Partnerships

- **KANSASWORKS** Workforce Services
- Office of Registered Apprenticeship
- University Engineering Initiative Act
- Training Programs from Legislation:
 - Aviation Industry Tax Credit
 - Kansas Industrial Training (KIT)
 - Kansas Industrial Retraining (KIR)



FORGE - Forging Opportunities for Research, Growth and Entrepreneurship

This pilot program supported projects that directly boosted technology commercialization, fortified university-industry partnerships, launched faculty and student ventures and expanded industry access to university resources.

Kansas State University - \$500,000
University of Kansas - \$500,000
Wichita State University - \$500,000
Emporia State University - \$350,000
Fort Hays State University - \$350,000
Pittsburg State University - \$350,000

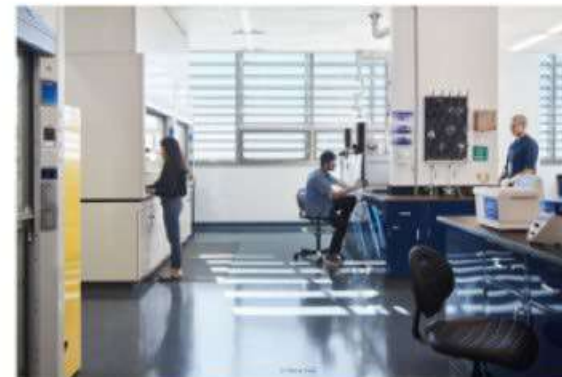


K-State awarded Kansas Department of Commerce grant to boost statewide innovation and entrepreneurship

Monday, Nov. 4, 2024

Kansas Department of Commerce grant helps bolster KU startup ecosystem

August 23, 2024



Our “Asks” to the Kansas Regents



1. Key research competencies at each institution (filling in our initial alignment map)
2. Asset map for our business attraction efforts
3. What focus areas should we share about each institution?
4. A front door for business — where entrepreneurs and innovators can access an institution’s R&D capabilities





Leveraging Our Graduates to Promote New Growth

1. Commerce and KBOR need to align the jobs we recruit with talent produced from higher ed institutions
2. Promote exposure to jobs in Kansas while students are still on campus (i.e. internships/apprenticeships)
3. The “talent surplus” of exported workers can be directed to companies seeking new employees
4. Wages of Kansas jobs need to be competitive with wages outside the state



Talent Retention Strategies

- Rural Opportunity Zones
 - Student Loan Repayment Assistance
 - 100% State Income Tax Credit
- Kansas Office of Apprenticeship
- Kansas Promise Scholarship
- NextGen Under 30
- “Love, Kansas” Talent Recruitment Campaign





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Let's Talk

www.kansascommerce.gov

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