

YOU CAN HELP TOPEKA & SHAWNEE COUNTY REACH ITS GOALS

- **Say the good things** out loud!
- **Get involved** in your neighborhood, school community or other civic opportunity.
- **Be informed** and be a voter.
- **Take pride** in your community, notice what you miss when you go out of town.
- **Encourage friends** and relatives to visit and show them what you love.

Share Momentum 2022 news and excitement on social media with **#Momentum2022**. Contact Kayla Bitler for more information at kbitler@greatertopeka.org.



Momentum 2022 is the holistic economic development plan developed over the course of many months by a committee of 43 engaged leaders from across our community, assisted by strategic planning firm Market Street Services. The five-year implementation process focuses on five key areas in which we can create positive change:

1. Develop Homegrown Talent
2. Create Vibrant and Attractive Places
3. Grow a Diverse Economy
4. Promote a Positive Image
5. Collaborate for a Strong Community

An East Topeka Council is paying special attention to how these things are implemented in East Topeka.



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

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

OUR SHARED MOMENTUM

We are harnessing the momentum in Topeka & Shawnee County for the benefit of all residents. The Momentum 2022 plan will take five years to reach full implementation and work already is underway. Work groups are meeting with focus on: Community Engagement, Downtown & NOTO, East Topeka, Economic Development, Entrepreneurship, Marketing, Quality of Place, Talent Development and measuring success.