



Kentucky's
Touchstone Energy
Cooperatives®

Economic Development 101

A close-up photograph of a silver metal paperclip resting on a piece of off-white paper. The paperclip is positioned diagonally, with its top loop at the top left and its bottom loop at the bottom left. A red rectangular stamp with the words "TOP SECRET" in a bold, serif font is visible on the paper. The stamp is slightly tilted and has a textured, ink-like appearance. The background is a plain, light-colored surface.

TOP SECRET



SAFRAN

LANDING SYSTEMS









“Everyone in your community is an Economic Developer”



Brad Thomas, Economic Developer
June 6, 2019
Paducah, KY





Workforce

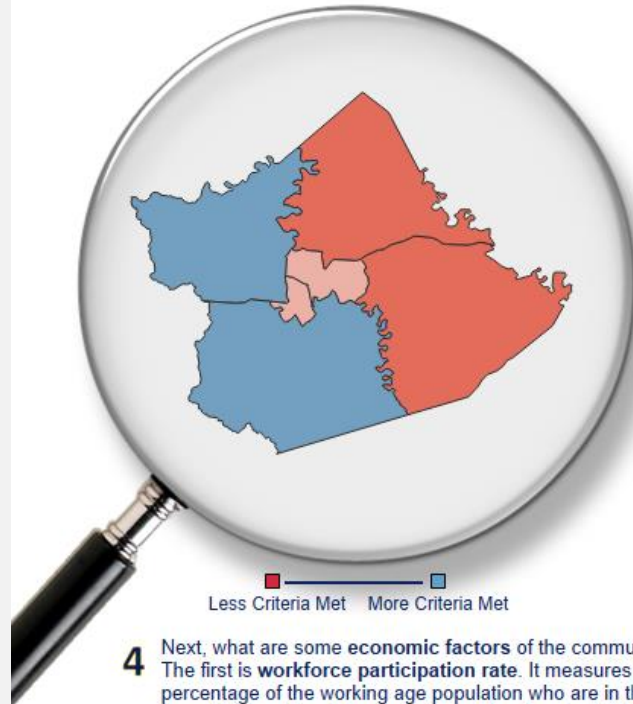
- Availability
- Skills
- Education In Line with Employer Skill Requirements
 - i.e. Project Lead The Way; Apprenticeships; VexRobotics
 - Allowing Area Industries to Influence Curriculum



COUNTY PROFILE

1 Select a Community >> **Bourbon**

2 The previous dashboard shows whether or not a community, as a whole, meets all of the work ready criteria. This map explores deeper and takes a look at census tracts within each county to investigate at a more granular level.



3 To gain perspective for the rest of the metrics below, take a look at the **total population** for this community. The total population is broken down into the **working age population** (those 18 to 64 years of age), the **veteran population**, and the **percent living in poverty**.



4 Next, what are some **economic factors** of the community? The first is **workforce participation rate**. It measures the percentage of the working age population who are in the labor force (those with a job or actively looking for a job). This number also excludes those incarcerated or otherwise institutionalized. The second is **unemployment rate**, which measures the percentage within the labor force that is currently without a job and is not seasonally adjusted. Last, the **median household income** is presented.



5 What are **health outcomes** of the community? The first is an **overall health score**, which measures both length and quality of life relative to the other counties in Kentucky. The second, **teen pregnancy rate**, is the teen birth rate for females ages 15 to 19. Finally, **obesity rate**, is defined as the percent of adults that report a body mass index of 30 or more.

- Meets Criteria
- Does Not Meet Criteria



Support Information

Key Sector Demand
for LWA (2017-2021,



25,676

Certification Status



Work Ready

Workforce
Participation Rate



64%

Required Criteria

Internet Availability and
Speed

100%

High School Graduation Rate

95%

Some College or Higher
Degree

50%

Associate Degree or Higher

26%

Working Age Population
(18-64) Without a High School
Diploma

14%



Quality of Life

- Recreational Opportunities
- College / Universities
- Green Space / Parks
- Hospitals
- Shopping
- Main Street





Lisle Road Soccer Complex Georgetown, KY

MASTER PLAN

Flexible field design allows for configurations from U6 to U19.
Paved parking and sidewalks provides ADA accessibility.
Defined pedestrian pathways increases user safety.
Maximizing underutilized space adds more playable area.
New entrance improves park accessibility.
Restrooms, concessions and shelter provide improved user experience.
Field size accommodates football & lacrosse configurations.



Designed by:

GFC Planning Committee

Brian Roach, Chris Cahalo, Khamisi Campbell, Jason Biddle,
Kevin Chandler, Mike Gonzalez

May 28, 2019

Made Possible By The Generosity Of:







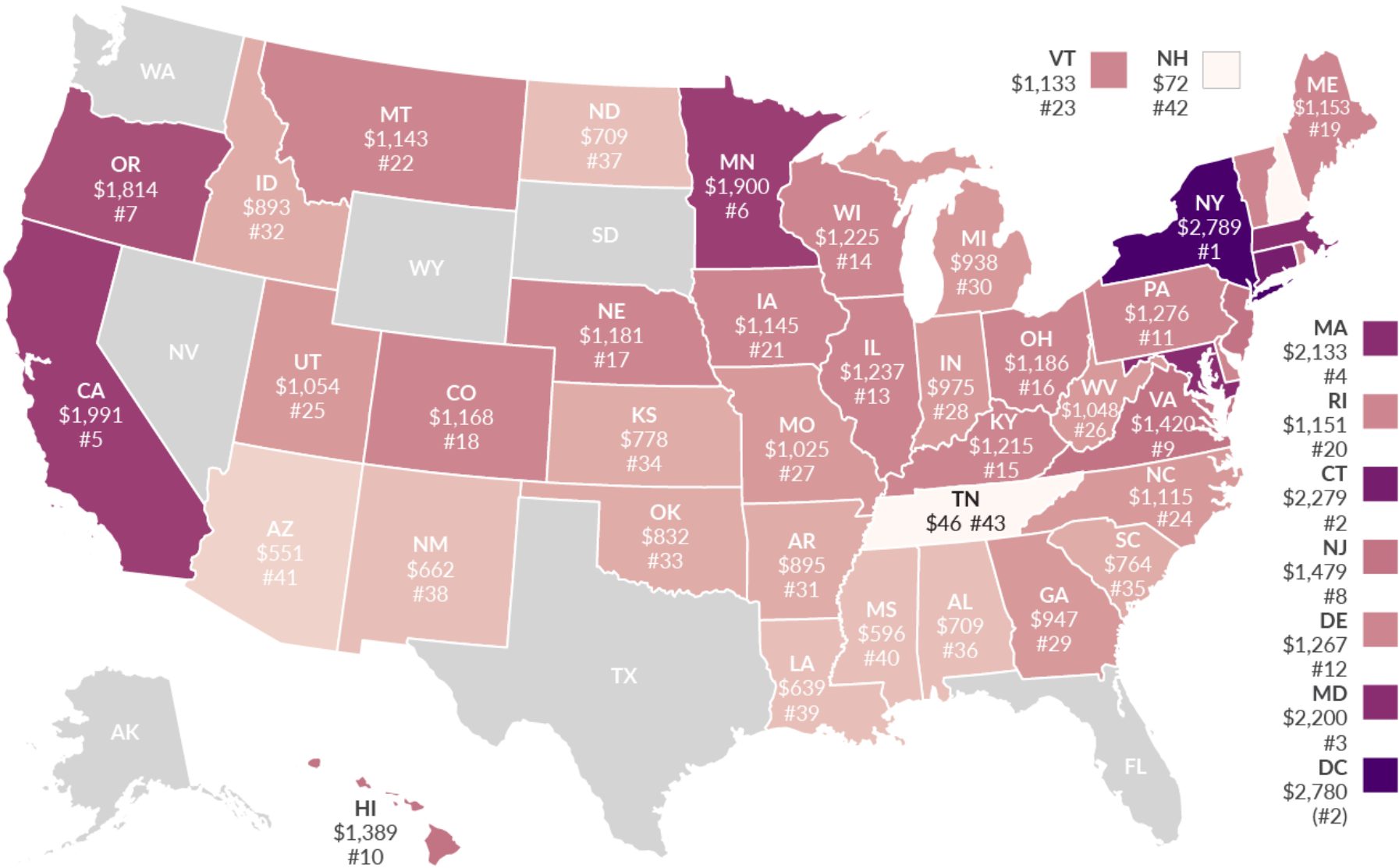


Government

- Cooperation between City and County
- Proactive / Forward Thinking
- Open
- Planning and Zoning
- Infrastructure
- Local Taxation
- Partners
 - Chamber; Tourism; Historic Preservation; Water Districts; Energy Providers; School Districts; etc...

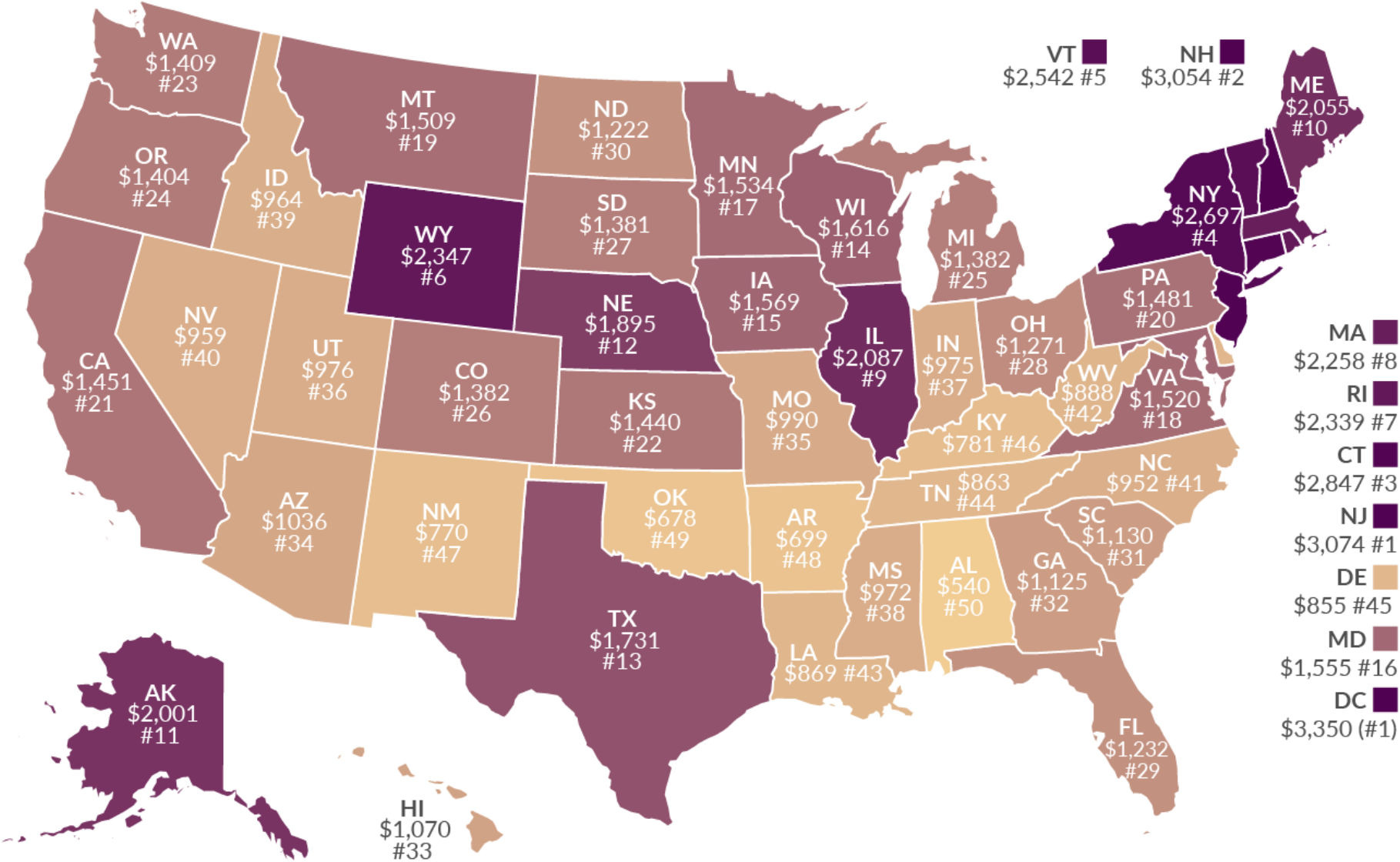
How Much Does Your State Collect in State and Local Income Taxes Per Capita?

State & Local Individual Income Tax Collections per Capita, FY 2015



How High Are Property Tax Collections in Your State?

State & Local Property Tax Collections per Capita, FY 2015



Note: D.C.'s rank does not affect states' ranks, but the figure in parentheses indicates where it would rank if included.

State & Local Property Tax Collections per Capita



Recruitment

- Learn Your Strengths
- How are Existing Companies Treated?
- Tell Your Story
- Perceptions
- Population Trends
- Seek Partners and Utilize Friends
- Strategize





Retention

- Open Communication
- Workforce Training and Availability
 - Connecting to Education
- Becoming a Part of the Community
- Solving Pain Points
- Brag On / Tell Their Story

NUCOR

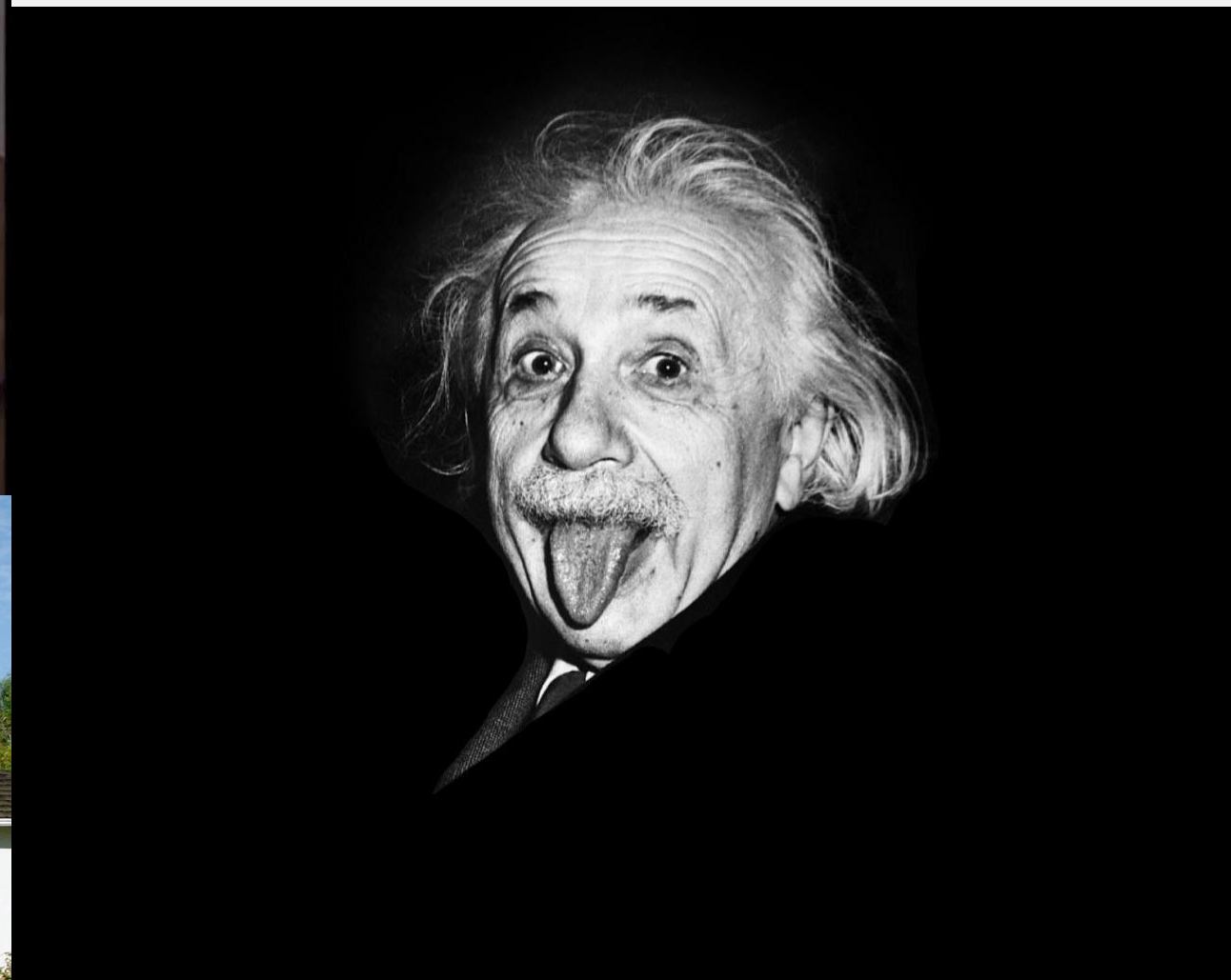




Organic Growth

- Entrepreneurial Assistance
- Funding Programs
- Mentors
- Develop Entrepreneurial Educational Opportunities
 - Leader In Me; Lemonade Stand

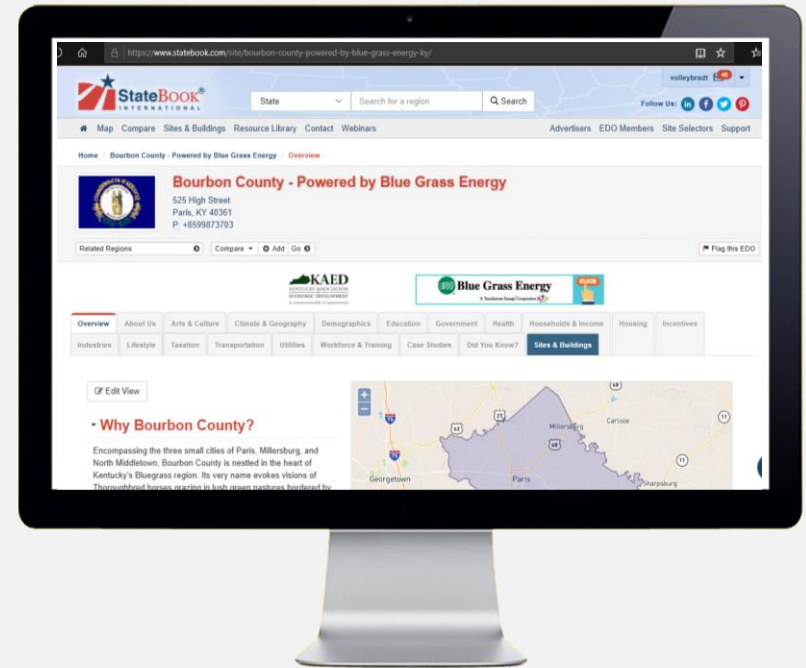






Marketing

- Coordinated Marketing – Across All Channels
- Target Industries
- Fresh
- Data Driven
- One Stop
- Spokesperson









Five Things To Do Right Now

- Understand Who You Are – SWOT
 - Labor Market Analysis
 - Target Industry Identifications
- Be Ready
- Make Friends; Ignore Boundaries
- Develop Your Story
- Brag On Your Community



TAKING NOTES:

- Don't believe everything said about Rural Kentucky
- Rural / Urban divide
- Opportunities await i.e. Tariffs
- People are taking notice
- Megaphone moments



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Questions?