“Everyone in your community is an Economic Developer”

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

• Skills

• Education In Line with Employer Skill Requirements
  • i.e. Project Lead The Way; Apprenticeships; VexRobotics
  • Allowing Area Industries to Influence Curriculum
WORK READY COMMUNITIES

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.
<table>
<thead>
<tr>
<th>Meets Criteria</th>
<th>Does Not Meet Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bourbon County</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Required Criteria</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Availability and Speed</td>
<td>100%</td>
</tr>
<tr>
<td>High School Graduation Rate</td>
<td>95%</td>
</tr>
<tr>
<td>Some College or Higher Degree</td>
<td>50%</td>
</tr>
<tr>
<td>Associate Degree or Higher</td>
<td>26%</td>
</tr>
<tr>
<td>Working Age Population (18-64) Without a High School Diploma</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Support Information**

- **Key Sector Demand for LWA (2017-2021):** 25,676
- **Certification Status:** Work Ready
- **Workforce Participation Rate:** 64%
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.
Favored parking and sidewalks provide ADA accessibility.
Defined pedestrian pathways increase 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.
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
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
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
• Don’t believe everything said about Rural Kentucky
• Rural / Urban divide
• Opportunities await i.e. Tariffs
• People are taking notice
• Megaphone moments
Questions?