



## Award Application

**SECTION 4: Leading Businesses. Leading Communities.™**

### *Synopsis 2*

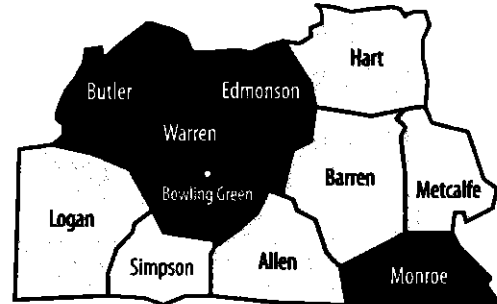
**Economic Opportunities** – The Chamber enhances and leverages the talents and resources of its partners to improve economic opportunities for all.

# *South Central Kentucky Menu of Services Program*



### **Program/Project summary**

In 2008, the Chamber launched its economic development menu of services program to ensure that every county in the region is served by either their own economic development professional or by our professionals to increase economic and job growth through industry projects and to offer enhanced marketing resources and tools.



Butler, Edmonson, Monroe and Warren Counties, along with the cities of Morgantown and Bowling Green, contracted for the full menu of services program and pay the Chamber a fee for the services provided. Allen, Barren, Hart, Logan and Metcalfe Counties contracted for the enhanced marketing package and also pay the Chamber a nominal fee for those services. Simpson County has elected not to participate in the marketing efforts at this time.

**1. The Core Chamber Strength(s) addressed.**

Economic Opportunities, Focus, Impact

**2. Needs Identification**

*a. Target Audience(s):*

Regional Counties

*Needs Program Meets:*

Counties without their own economic development professionals were behind the rest in terms of representation and readiness for industry projects, and economic and job growth. By the Chamber reaching out beyond Warren County to the South Central Kentucky Region (Allen, Barren, Butler, Edmonson, Logan, Metcalfe and Monroe) through the established menu of services program, economic development efforts are enhanced for all counties, and the majority has been provided first-time economic development representation. The project furthers the Chamber's goal of serving as the lead economic development marketing organization for the Kentucky Transpark, Bowling Green/Warren County, and the South Central Kentucky regional marketing coalition.

*b. Needs Identification & Data Collection Process:*

The Chamber contracted with Chabin Concepts to conceptualize and implement the revised South Central Kentucky Marketing Plan, which included the menu of services program.



**SouthCentralKentucky**  
*Central For Business. Southern For Living.*

*c. Anecdotal or Formal Evaluation Results:*

From 2000 to 2007, the job growth rate in the eight counties ranged from -16.7% (Monroe County) to 26% (Warren County), with positive growth occurring in both Warren County and Edmonson County (7%). ([www.youreconomy.org](http://www.youreconomy.org))

**3. Program Objectives**

The Chamber developed an a la carte menu of economic development services, from which the counties and organizations were able to select specific services from the menu to add to their economic development efforts. Services include

- Economic development administration
- Business attraction, retention and expansion
- Strategic planning
- Product development

The menu of services program

- Provides excellent, cost-effective economic development marketing services to all surrounding counties.
- Deepens the Chamber's ability to increase the competitiveness of the area counties, involving all organizations and officials in economic development efforts in the region.
- Drives the economic development success of the entire region with a commitment to industry attraction and assists in current industries' retention and expansion plans.

Support Materials

Enclosed:

Example PowerPoint Presentation

Sample Contract

News Releases

**4. Methodology**

To introduce the menu of services to the region, Chamber staff made presentations to city and county officials, asking for their involvement. The counties/cities that chose to be involved were asked to sign three-year contracts.

The Chamber hired Miller Slaughter as the director, regional development, who is responsible for economic development in Morgantown/Butler, Edmonson and Monroe Counties and is the primary economic development liaison with the other counties and aids them in their efforts as well. Miller hosts regular monthly meetings with all involved partner organizations to provide updates on economic development projects and information on available services.

The menu of services program gives each partner "more skin in the game" by asking for financial contributions. All partners pay a marketing fee based on a small per capita charge (Table 1). The partner organizations' additional contracted costs are based on the established hourly rates and hours mutually set with the Chamber. This program was developed with the assistance of Tom Ticknor, independent consultant for Economic Development Research Group.

County	2006 Population	\$.10 per capita	\$.20 per capita
Warren	98,778	*	*
Logan	26,841	\$2,684	
Butler	13,199	1,320	
Edmonson	11,869	1,187	
Barren	39,133	3,913	
Metcalfe	10,042	1,004	
Monroe	11,740	1,174	
Allen	18,262	1,826	
Hart	18,410	After 1 <sup>st</sup> 3yr Contract**	\$3,682
Simpson	17,101	After 1 <sup>st</sup> 3yr Contract**	3,420
Total	229,864	\$13,108	\$7,102
<p>* Exempt due to existing investment above \$300,000, which is substantially above the per capita figures.  **Fee is \$.20 per capita for first 3-year contract because county did not originally participate in the regional partnership.</p>			

**Table 1: Per Capita Marketing Fee**

**Table 2: Sample Financial Costs to Partner Organization**

Staff Provider	Services	Est. Hours	Hourly Rate*	Cost
Regional ED Director	Assist all ED efforts in conjunction with existing Boards (Facilitate EDC meetings, set priorities, develop business plan, oversee retention and expansion, prospect response, report quarterly or as needed to designated Board)	192	\$50	\$9,600
President & CEO	Strategic direction, oversight on project response, corporate headquarters visitation (as needed)	12	125	\$1,500
VP, Economic Dev.	Oversight on project response (as needed)	8	75	\$600
VP, Property Dev.	Review industrial site suitability, development and enhancement	16	75	\$1,200
Research	Support prospect and existing industry response	10	27	\$270
Communications	Public & quarterly reports, web page design, press releases, news conferences, etc.	12	31	\$372
Administration	Administrative support for DRD and needed local efforts	20	15	\$300
Consultant Volunteer	Strategic plan and travel (estimated, at little or no cost)	75	0	0
	Travel, communications, etc. for contract services*			\$900
	Plus SCKY Marketing Fee (\$.10 to \$.20 per capita)			\$3,682
<b>Total Services</b>				<b>\$18,424</b>

\* Hourly rates based on salary & benefits. Travel beyond the region exclusively for a partner would be billed at cost.

**Budget:**

**INCOME**

County	Base Marketing Services	Additional Base ED Services	Total Services	Estimated Decision Date	Success Potential Estimate	Actual Success Yes/No
Allen	1,826.00	0.00	1,826.00	May-08	85%	Yes
Barren	3,913.00	0.00	3,913.00	May-08	65%	Yes
Butler	1,320.00	30,820.00	32,140.00	April-08	95%	Yes
Edmonson	1,187.00	14,577.00	15,764.00	May-08	90%	Yes
Hart**	3,682.00	0.00	3,682.00	June-09	70%	Yes
Logan	2,684.00	0.00	2,684.00	May-08	80%	Yes
Metcalfe	1,004.00	0.00	1,004.00	June-08	75%	Yes
Monroe	1,174.00	10,275.00	11,449.00	June-08	60%	Yes
Simpson**	3,420.20	0.00	3,420.20	June-08	30%	No
<b>TOTALS</b>	<b>\$20,210.20</b>	<b>\$55,672.00</b>	<b>\$75,882.20</b>			

\*\* Calculated fee is 2 times annual rate for years of nonparticipation in Transpark support.

**EXPENSES**

Salary & Benefits (Regional Development Director)	<b>Total</b> \$75,882.20
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## 5. Communications

Communication Strategy:  
 Marketing Presentations  
 News Conference  
 News Release  
 Public Relations

<b>Vehicle</b>	<b>Target Audience</b>	<b>Communication Points/Calls to Action</b>
Presentations	City/County Officials	Recruitment, purpose of program, outline of benefits
<ul style="list-style-type: none"> <li>• News Conference</li> <li>• News Release</li> <li>• TV (AM KY guest, Cable Monthly Chamber TV Show)</li> <li>• Chamber Newsletter</li> <li>• Kentucky Economic Development Guide</li> <li>• Chamber's Southcentralky.com website</li> </ul>	Chamber Partners City/County Officials Media	Unveil program, demonstrate strength of program

Chamber staff met with representatives from each partner county/city during the spring/summer 2008 to present the menu of services program, using the customized PowerPoint (*enclosed*). The goal of these presentations was to show the need and the value of such a program to create buy-in.

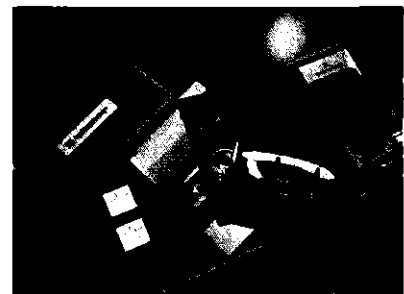


On July 1, the Chamber hosted a news conference announcing the program with representatives for partner counties present as well.

## 6. Evaluation

**Objective:** Provide excellent, cost-effective economic development marketing services to all surrounding counties.

**Results:** The menu of services program provides the regional partners with assistance in community evaluation and strategic planning. To date, Butler County/Morgantown, Monroe County and Edmonson County have completed their community

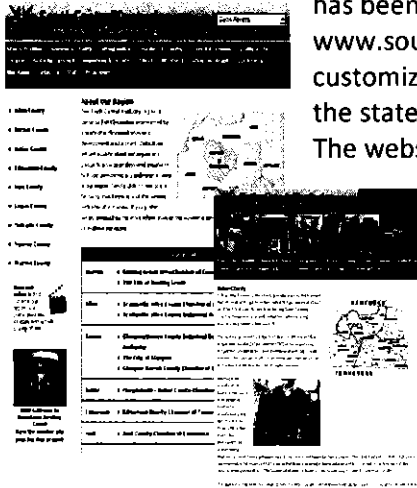


evaluations and strategic plans. These partners have also been able to establish industry visitation/retention programs. By working with the Chamber's Regional Development Director Miller Slaughter on a continual basis to refine and enhance their offerings, the partners are able to better understand the logistics of an economic development program and what it takes to recruit and retain industries.



**Objective:** Deepen the Chamber's ability to increase the competitiveness of the area counties, involving all organizations and officials in economic development efforts in the region.

**Results:** The majority of the regional partners cannot afford their own website design and maintenance services. By collaborating with the Chamber's own website provider, the Chamber has been able to offer these partners a template website within [www.southcentralky.com](http://www.southcentralky.com). The template provides each partner with a customizable header and tabs, and pulls specific data directly from the state's economic development website, [www.thinkkentucky.com](http://www.thinkkentucky.com).



The websites also link directly to the Chamber's state-of-the-art GIS

Planning portal for sites, buildings, demographic and business information. To date, websites have been launched for Edmonson, Metcalfe and Monroe Counties, and Butler County has also requested this service.

**Objective:** Drive the economic development success of the entire region with a commitment to industry attraction and assist in current industries' retention and expansion plans.

**Results:** The regional partnership (including Bowling Green/Warren County) has helped produce nine announcements for new and expanding industries in South Central Kentucky since mid-July 2008, creating nearly \$48 million of economic investment and 1,135 new jobs. *(See enclosed testimonies for additional detail.)*

Trust and strong relationships are key to the success of this program. The Chamber staff has strong relationships with the counties and governments because our staff has proven over and over that we are committed to the success in the entire region, not just our own hometown. The program works because all involved share the understanding that when a client locates in one county, the entire region wins.

**Support Materials**

*Enclosed:*

Testimonies

News Releases

Support Letters

2008 Economic Development Annual Report