



KENTUCKY RURAL JOBS AND OPPORTUNITY FUND

ADDRESSING UNDERINVESTMENT. CLOSING THE OPPORTUNITY GAP.

UNLOCKS RURAL BUSINESS GROWTH POTENTIAL BY:

- Incentivizing investment in rural Kentucky & Kentucky opportunity zones
- Supporting industries that create high paying jobs
- Encouraging workforce development and on-the-job training



Lack of Capital is holding back Kentucky's Rural Communities.

ONLY 28% of all private equity investments in KY were made in rural areas.

*Pitchbook (2018). Global private Equity and Venture Capital Data. Retrieved from <http://pitchbook.com/>

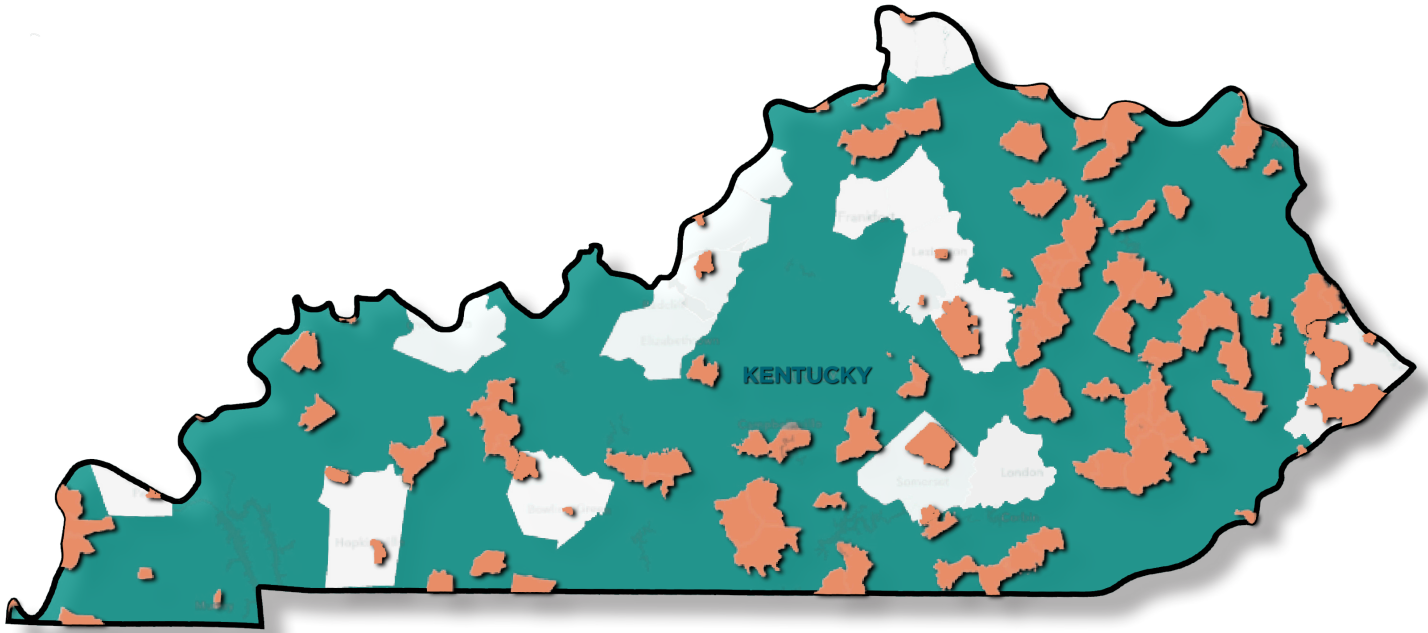
A PROVEN, TARGETED, AND COST-EFFICIENT TOOL

- **RECORD** of success in states like Georgia, Utah, and Ohio
- **MODELED** after the rural targeting in the highly successful federal New Markets Program as well as Opportunity Zone legislation passed by the Trump administration
- **INCENTIVIZES** investors to drive much needed capital to rural businesses
- **CHANNELS** talent of rural KY by helping businesses invest in their employees through training


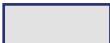



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KENTUCKY'S RURAL AREAS AND OPPORTUNITY ZONES



RURAL DEFINITION: counties with 50,000 or fewer residents

-  **RURAL:** qualified areas for the program
-  **URBAN**
-  **DESIGNATED OPPORTUNITY ZONES:** qualified areas for the program

