



MARKETING KENTUCKY

IJC on Economic Development & Workforce Investment

Nov. 20, 2020

JEFF TAYLOR

COMMISSIONER, BUSINESS DEVELOPMENT

KENTUCKY CABINET FOR ECONOMIC DEVELOPMENT

A native of Western Kentucky, Jeff brings 35 years of experience in economic development to his current role as head of the cabinet's department for business development. In that position, Jeff leads the cabinet's efforts to create and retain jobs, increase wages and generate investment throughout the commonwealth. He previously served in the Kentucky General Assembly and in economic development with the Tennessee Valley Authority.



KRISTINA SLATTERY

Executive director, Business & Community Services

Kentucky Cabinet for Economic Development

Kristina Slattery is primarily responsible for new business recruitment and support of existing Kentucky industry expansions. She leads a team of Project Managers to support our mission of job growth and investment in Kentucky.



WHY WE MARKET

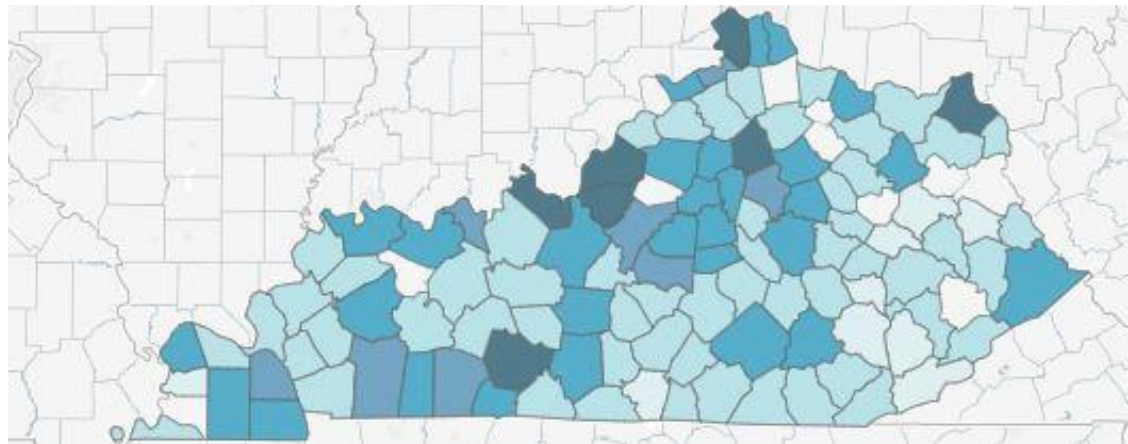
With a mission to attract corporate investment and create well-paying jobs across the commonwealth, marketing plays a critical role.

KCED markets to both **generate leads** directly and to create **brand awareness**, which helps land projects over time.

Marketing Kentucky involves the General Assembly, Governor and multiple Executive Branch agencies.

It includes nearly every KCED department, office and division, to one extent or another.

As well, it requires partner buy-in from outside state government, including from EDs, utilities, associations, mayors and judge/executives.



STRATEGY



Audience
Key Sectors



Personnel
C-Level Execs



Competitor
States



KY's Unique
Strengths



KPIs
Data-Driven

ILLINOIS
Department of Commerce
& Economic Opportunity
Bruce Rauner, Governor

TEAM
KENTUCKY
CABINET FOR ECONOMIC DEVELOPMENT

MEDC
MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Indiana
A State that Works

JobsOhio

NYC / EDC

west virginia
wveda
ECONOMIC DEVELOPMENT AUTHORITY

VEDP
Virginia
Economic
Development
Partnership

THIS IS MOMENTUM
NORTH CAROLINA

SCEDA
SOUTH CAROLINA
ECONOMIC DEVELOPERS' ASSOCIATION
South Carolina's Voice for Economic Development

Georgia
Economic Developers
Association

EDAA
ECONOMIC DEVELOPMENT
ASSOCIATION OF ALABAMA

MISSISSIPPI
Department of Economic Development

MASTERED IN
TENNESSEE

OFFICE OF BUSINESS
DEVELOPMENT

CALIFORNIA

MISSOURI

ILLINOIS

INDIANA

MICHIGAN

OHIO

KENTUCKY

TENNESSEE

MISSISSIPPI

ALABAMA

GEORGIA

NORTH CAROLINA

SOUTH CAROLINA

VIRGINIA

WEST VIRGINIA

NEW YORK



2020: BUILDING ON OUR STRENGTHS

KCED continuous improvement plan

- 85 hours of training & development
- Project management, community visits, finance & utility training

Strengthening key relationships

- Community/partner visits almost weekly for all of this year
- Existing industry support
- Local partners & company contacts are No. 1 and No. 2 lead source

Enhancements of target market strategy

- California recruitment
- Project manager presentations

Development of targeted webpage

- Easily can be duplicated for other opportunities



The map of Kentucky is divided into 10 regions, each with a unique color and name. The regions and their constituent counties are as follows:

- WEST REGION (Orange):** Ballard, Carlisle, Hickman, Fulton, McCracken, Marshall, Lyon, Calloway, Trigg, Christian, Todd, Logan, Simpson, Warren, Edmonson, Hart, Monroe, Matcalf, Barron, Allen, Muhlenberg, Butler, Ohio, Hancock, Henderson, Union, Webster, Crittenden, Livingston, Caldwell, Hopkins, McLean, and Daviess.
- GREEN RIVER REGION (Light Green):** Meigs, Breckinridge, Hardin, Bullitt, Nelson, Washington, Marion, LaRue, and Grayson.
- KENTUCKIANAWORKS REGION (Light Brown):** Jefferson, Shelby, Spencer, Oldham, Henry, Trimble, Carroll, Gallatin, Owen, Grant, Pendleton, Bracken, Mason, Robertson, Nicholas, Harlan, and Boone.
- LINCOLN TRAIL REGION (Light Green):** Franklin, Scott, Harrison, Nicholas, Harlan, and Boone.
- NORTHERN REGION (Light Green):** Boone, Campbell, and Boone.
- BLUEGRASS REGION (Light Green):** Boone, Campbell, and Boone.
- TENCO REGION (Blue):** Menifee, Morgan, Johnson, Martin, Magoffin, Wolfe, Powell, Estill, Lee, Breathitt, Floyd, Pike, Knott, Letcher, Leslie, Harlan, Bell, Knox, Clay, Owsley, Jackson, Rockcastle, Pulaski, Russell, Wayne, Clinton, Cumberland, and Adair.
- CUMBERLANDS REGION (Blue):** Cumberland, Adair, Taylor, Casey, Rockcastle, Pulaski, Russell, Wayne, Clinton, and Monroe.
- SOUTH CENTRAL REGION (Orange):** Simpson, Warren, Edmonson, Hart, Monroe, Matcalf, Barron, Allen, Muhlenberg, Butler, Ohio, Hancock, Henderson, Union, Webster, Crittenden, Livingston, Caldwell, Hopkins, McLean, and Daviess.
- EKCEP REGION (Blue):** Menifee, Morgan, Johnson, Martin, Magoffin, Wolfe, Powell, Estill, Lee, Breathitt, Floyd, Pike, Knott, Letcher, Leslie, Harlan, Bell, Knox, Clay, Owsley, Jackson, Rockcastle, Pulaski, Russell, Wayne, Clinton, Cumberland, and Adair.

-  **West KY/Green River/South Central**
Corky Peek
-  **EKCEP, TENCO & Cumberland**
Beka Burton and Brooklyn Leep
-  **NKY & BG**
Annie Franklin, Brittany Cox and Elizabeth Bishop
-  **KentuckianaWorks and Lincoln Trail**
Martin David Jacobs and Andy Luttner

Health Care | Martin David-Jacobs, Project Manager

Food & Beverage & Agribusiness | Annie Franklin, Project Manager

Automotive, Aerospace & Defense | Brooklyn Leep, Project Manager

Metals & Chemicals | Andy Luttner, Project Manager

Tech Projects | KY Innovation

TARGET MARKET WEBINARS

- 5 presentations completed by KCED business development staff
- Project managers and international team
- Audience includes EDOs, consultants, utility partners, legislators
- Part of KCED's continuous improvement process
- Posted on KCED site and YouTube for further marketing

UNDERSTANDING KENTUCKY'S TARGET MARKETS

FOOD & BEVERAGE & AGRICULTURE

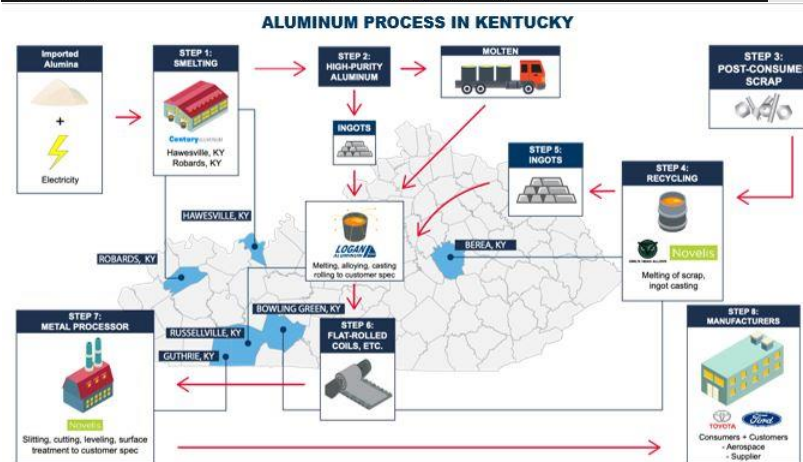
Presented by Annie Franklin
Kentucky Cabinet for Economic Development

TEAM
KENTUCKY
CABINET FOR ECONOMIC DEVELOPMENT



COMPANIES

- Humana (HQ)
- Kindred Healthcare (HQ)
- Baptist Health (HQ)
- PharMerica (HQ)
- E D Bullard Company (HQ)
- Signature Healthcare (HQ)
- Neogen Corp
- AmerisourceBergen
- Catalent Pharma Solutions
- Amneal Pharmaceuticals LLC
- CreoSALUS
- CreoSalus
- Summit Biosciences Inc
- Kentucky BioProcessing Inc



UNDERSTANDING TARGET MARKETS



FDI & EXPORTS

Craig McKinney, Mike Takahashi, Joshua Seeberg,
Gill Finley
October



METALS

Andy Luttner
August



AUTOMOTIVE

Brooklyn Leep
July



HEALTHCARE

Martin
David-Jacobs
September



FOOD, BEVERAGE & AGRITECH

Annie Franklin
June

UPCOMING



DISTRIBUTION & LOGISTICS

Brittany Cox
January 2021



CUMBERLAND REGION

Beka Burton
2021

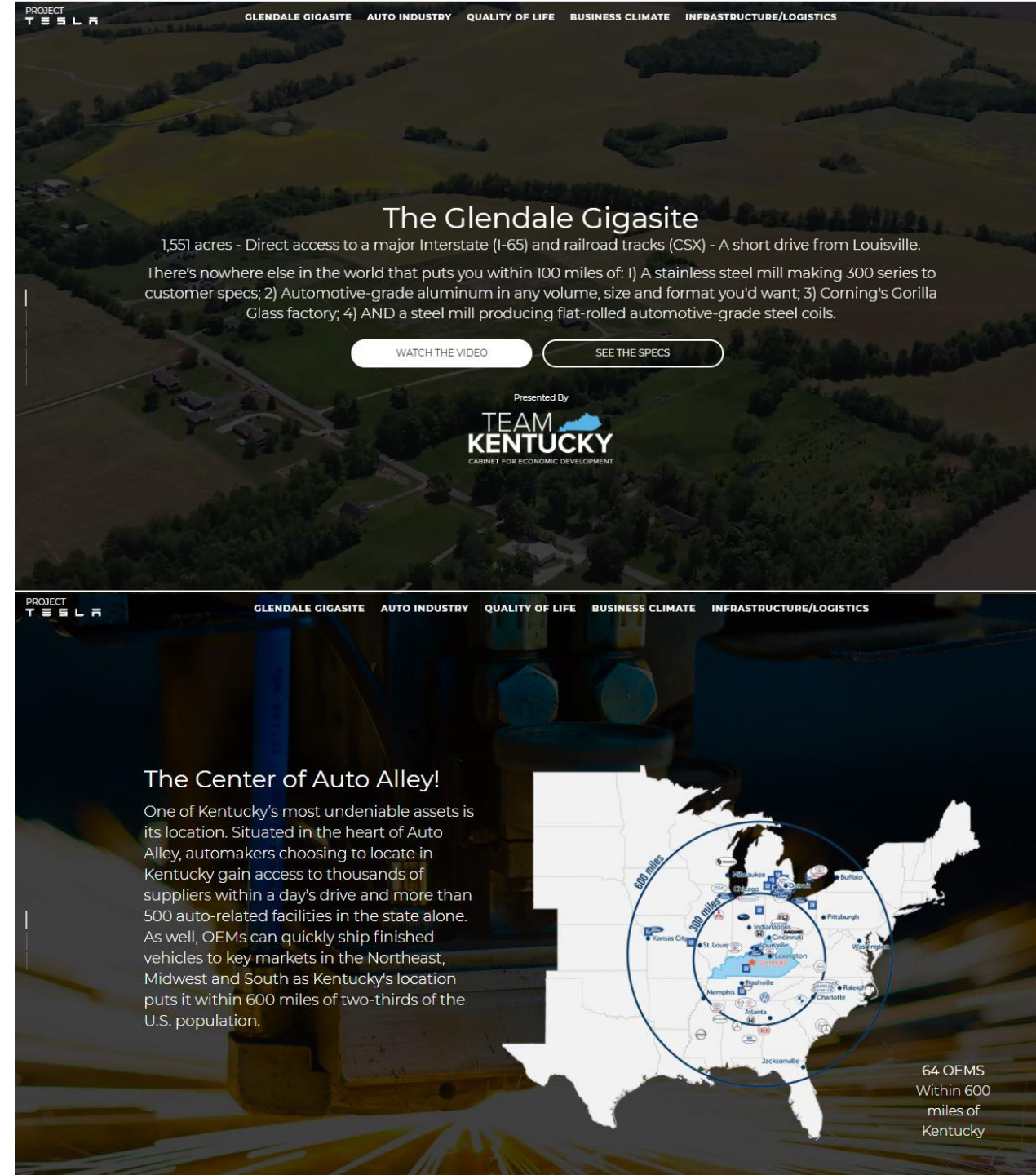
TARGET MARKET WEBINARS

802 total RSVPs **588+** total participants **569** total YouTube recording views

- **Automotive** – Brooklyn Leep
 - 175 RSVPs
 - 121 participants
 - 93 YouTube recording views to date
- **Food, Beverage & Agriculture** – Annie Franklin
 - 149 RSVPs
 - 100+ participants
 - 241 YouTube recording views to date
- **Metals** – Andy Luttner
 - 150 RSVPs
 - 126 participants
 - 88 YouTube recording views to date
- **Health Care** – Martin David-Jacobs
 - 141 RSVPs
 - 106 participants
 - 51 YouTube recording views to date
 - 51 YouTube recording views to date
- **International Investment & Exports** – Craig McKinney, Joshua Seeberg, Mike Takahashi, Gill Finley
 - 187 RSVPs
 - 135+ attendees
 - 96 YouTube recording views to date

TESLA RECRUITMENT CAMPAIGN

- Pitched Kentucky in April for Tesla Cybertruck manufacturing plant
- Created website with Tesla's look and feel
- Serves as a template for recruitment of other OEMs and large-scale projects
- Repurposed site to pitch and EV bus company



MARKETING & LEAD-GEN CAMPAIGNS

- Email targeting, linking to KCED industry landing page
- **7** target industries:
 - Automotive
 - Chemicals
 - Health Care
 - Plastics and Rubber
 - Aerospace and Defense
 - Food, Beverage & Agritech
 - Primary Metals
- State or nation specific
- Focuses on C-Suite executives

The Kentucky Advantage



Lowest cost of doing business in the nation



Available, skilled and affordable workforce



Top-notch domestic and global logistics capabilities



Abundant farm and agricultural production



Initiative underway to become America's agritech capital

Grow Your Business in KY

If high overhead expenses and burdensome regulations are holding your company back, consider locating in a state that's a true friend to business – Kentucky. The Bluegrass State's nationally low business costs, highly skilled workforce and abundance in farm and agricultural production are among the multitude of advantages that help companies like yours succeed.

With among the lowest industrial electricity rates in the nation and unparalleled logistics capabilities – both through the state's ideal central geographic location and its national leadership in air cargo – Kentucky holds a wealth of opportunity for food, beverage and AgriTech companies.



Contact us to get started with a better business experience.

Annie Franklin
Project Manager

Kentucky Cabinet for Economic Development

Office: (502) 564-7670
Direct: (502) 782-1992

Annie.Franklin@ky.gov

TEAM
KENTUCKY
CABINET FOR ECONOMIC DEVELOPMENT

MARKETING & LEAD-GEN CAMPAIGNS

EXAMPLE

California Campaign October 2020

- **2,399** C-Suite members targeted, added to contact list for ongoing marketing
- **794** companies
- **373** emails opened
- **18%** open rate
- **9** visits to landing pages
- **8** leads currently being worked



Business is Better in the Bluegrass State

In Kentucky, business-friendliness is paramount. The moment your company locates here, the Bluegrass State becomes a lifetime partner in helping your business grow and thrive.

Kentucky's primary metals industry has surged over the past few years. These companies not only benefit from Kentucky's best-in-class cost of doing business and supportive corporate environment, but their employees also enjoy the shorter commute times, lower cost of living and several other advantages that lead to a higher quality of life.

Facts You Should Know

- Since 2014, primary metals facilities have announced nearly **\$6 billion** in investment and 4,968 jobs in Kentucky.
- The primary metals and fabricated metal products industries combined contribute **\$5.2 billion** annually to Kentucky's economy.
- **180+** aluminum-related facilities employing more than 20,000 full-time workers.
- **41** steel & iron-related facilities employing 5,700 full-time workers.
- Kentucky is home to North American Stainless (NAS), **the largest** fully integrated stainless steel producer in the US.
- Century Aluminum operates two aluminum smelters in Kentucky. One of its Kentucky locations is the **largest producer** of high purity primary aluminum in North America.

Your Contact



Andy Luttner
Project Manager
Business Development

Kentucky Cabinet for Economic
Development
502.782.1957
Andy.Luttner@ky.gov

MARKETING AND LEAD-GEN CAMPAIGNS

Next:

Canada Campaign
November 2020

Illinois Campaign
January 2021

NYC-Area Campaign
February 2021

India Campaign
March 2021

The Kentucky Advantage



Available skilled
and affordable
workforce



Two int'l
airports and
direct flights



University
medical center
engagement



Strong support
for tech
innovation



Lowest cost of
doing business
in the nation

Grow Your Business in KY

If high overhead expenses and burdensome regulations are holding your company back, consider locating in a state that's a true friend to business – Kentucky. The Bluegrass State's nationally low business costs, available skilled and tech-savvy workforce and supportive entrepreneurial culture are among the multitude of advantages that help health care companies like yours succeed.

With strong university and medical center engagement and nationally unique initiatives to support tech innovation, Kentucky offers health-care-related companies a wealth of opportunity.



Contact us to get started with a better business experience.

Martin David-Jacobs
Project Manager

Kentucky Cabinet for Economic
Development

Office: (502) 564-7670
Direct: (502) 782-1968

Martin.DavidJacobs@ky.gov

**TEAM
KENTUCKY**
CABINET FOR ECONOMIC DEVELOPMENT

MARKETING AND LEAD-GEN TOOLS

DUN & BRADSTREET

This third-party subscription service provides commercial data, analytics and insights into companies around the world. KCED staff – including researchers, project managers and marketers – aim to use D&B's services to identify, vet and target prospect companies in pillar industries, perform competitive analyses, discover supplier and customer networks for both existing and prospect Kentucky facilities and gain insight into the likelihood of businesses expanding.

MARKETING AND LEAD-GEN TOOLS

SELECTKENTUCKY POWERED BY ZOOMPROSPECTOR

As the software behind the Cabinet's site-and-building online interface, branded as SelectKentucky, ZoomProspector offers a broad range of interactive abilities, bringing Kentucky to the world's inquiring companies and professional site selectors.

KCED staff and local economic developers use ZoomProspector to catalog and market available properties, Build-Ready Certified sites and buildings across the commonwealth. The software provides maps, existing-business analytics, U.S. Census-derived information on communities, housing, income, education and other information relevant to prospect companies. This powerful search and data tool helps Kentucky market itself effectively to the world.



CONSULTANT OUTREACH STRATEGY

- **217** consultants in KCED database
- KCED sends regular, targeted communications to:
 - Keep relationships warm
 - Inform consultants about new initiatives, programs, sites & buildings
 - Share Kentucky's success stories

KENTUCKY'S INTERNATIONAL OFFICES

Hamburg, Germany

- 500 European businesses contacted YTD
- Produced [agritech recruitment video](#) on visit to World Horti Center, Netherlands
- Produced webinars on FDI in conjunction with the U.S. Commercial Service and on AgriTech
- **Example:** Danieli, an Italian steel processor, investing \$12 million investment creating 61 jobs in Ashland



KENTUCKY'S INTERNATIONAL OFFICES

Tokyo, Japan

- Direct company recruitment, industry association partnership (JETRO, Keidanren)
- Quarterly seminars with TVA & JETRO
- 2020 YTD: Six announced Japanese FDI projects, \$180 million, 464 jobs
- Example: TOPY America Inc. recently completed a \$38 million reinvestment in its Frankfort, Ky. steel wheel manufacturing facility

JAPANESE COMPANIES IN KENTUCKY

- Approximately 200 facilities
- Kentucky ranks 5th in the U.S. for most employees at Japanese companies:

1	California	118,600
2	Ohio	64,200
3	Texas	60,500
4	Indiana	54,200
5	Kentucky	46,700
6	Tennessee	46,700
7	Illinois	42,600
8	New York	41,000
9	Michigan	34,500
10	Georgia	31,400



INTERNATIONAL TRADE

State Trade Expansion Program (STEP)

- **\$10,000** in federally funded reimbursements to small businesses establishing or expanding their trade
- **112 Kentucky companies** received STEP funding in the last two grant years
- **\$458,000** disbursed the past two grant years, helping companies
 - Make sales trips
 - Ship samples
 - Design web and marketing collateral
 - Export counseling and Gold Key matching service

STEP SUCCESS STORIES



SKI SKOOTYS

Trade shows and
matchmaking services



DIPPIN' DOTS

Foreign market sales trips
with international partners



ORGANOCAT

Foreign market sales trips,
global partnership building



MONTY'S PLANT FOOD

Foreign market sales trips,
global partnership building



CREATION & PLANNING

OFFICE OF MARKETING AND PUBLIC AFFAIRS

Award-winning 7-member team includes:

- Creative group
 - Create display ads, presentations and fact sheets, design and produce collateral for print and digital, manage social media
- Web developer
 - Create and maintain websites, assist with digital marketing campaigns
- Content group
 - Write and edit releases, articles, newsletters, reports and content for web, ads, presentations and brochures

ADVERTISING & MARKETING

BUILDING BRAND AWARENESS, TELLING KENTUCKY'S STORY

Digital, print and sponsored-article advertising in **10** strategic publications:

- Site Selection
- Area Development
- Southern Business & Development
- Automotive News
- The Lane Report
- Business Facilities
- Chief Executive
- Expansion Solutions
- Louisville Business First
- Trade & Industry Development

ADVERTISING & MARKETING

CONTINUOUS IMPROVEMENT IN WEBSITES & SOCIAL MEDIA

LinkedIn

- **7,294** followers
- Up **24%** YTD

Facebook

- **4,565** followers
- Up **28%** YTD

Twitter

- **4,815** followers
- Up **12%** YTD

CED.KY.gov

- Implement calls to action
- Improve search engine optimization
- Update code base

KyInnovation.com

- Implement design changes
- Improve functionality
- Improve search engine optimization

KyExports.com

- Currently in major redesign
- Cultivate leads
- Implement lead funneling

EARNED MEDIA

- **61** news releases written YTD
 - New project announcements sent via Gov. Beshear's Office
 - Program promotion (STEP, Small Business Tax Credit...)
 - Reaching a nationwide audience through:
 - Industry publications
 - Mainstream media
 - KCED and partner social media promotion
- **50+** media interactions YTD
 - Pitching articles
 - Providing explanation of announcements, incentives, programs
 - Expert sources

ADVERTISING & MARKETING

SPONSORED ARTICLES

- **18** sponsored articles written YTD by KCED staff
- Focus on key Kentucky strengths, industries, reasons to locate and grow in the Bluegrass State
- Opportunity to share Kentucky's stories
- Match article topics to audience of each strategic publication
- Print and digital exposure

The screenshot shows the top of the AREA DEVELOPMENT website. At the top, there are navigation links for 'Consultants Forum', 'Advertise', 'SUBSCRIBE', and 'Home'. Below this is a banner for 'Building America's Largest High-Tech Greenhouse The Bluegrass Means Business' with a 'TEAM KENTUCKY' logo. The main navigation bar includes 'All Sections', 'SITE SELECTION', 'FACILITY PLANNING', 'WORKFORCE DEVELOPMENT', 'BUSINESS-PLACE', and 'AD EDITORIAL BOARD'. A secondary banner for the same 'Bluegrass Means Business' campaign is visible. The article title is 'Kentucky Uniquely Positioned to Prosper Post-Pandemic'. The sub-headline reads: 'Kentucky's strength in manufacturing and logistical advantages are helping the state to not only recover from the pandemic crisis, but also further expand its economy.' The byline is 'Kentucky Cabinet for Economic Development' and the date is 'Q2 2020'. The article content begins with 'Content brought to you by: Kentucky Cabinet for Economic Development' and 'Business is Better in the Bluegrass'. A 'RELATED RESEARCH' section is at the bottom left, and a 'LEARN MORE' button with the 'TEAM KENTUCKY' logo is at the bottom right.

Building America's Largest High-Tech Greenhouse
The Bluegrass Means Business

AREA DEVELOPMENT

FOLLOW | SEARCH

All Sections | SITE SELECTION | FACILITY PLANNING | WORKFORCE DEVELOPMENT | BUSINESS-PLACE | AD EDITORIAL BOARD

Building America's Largest High-Tech Greenhouse
The Bluegrass Means Business

LEARN MORE

TEAM KENTUCKY

DEPARTMENTS | CONTRIBUTED CONTENT

Kentucky Uniquely Positioned to Prosper Post-Pandemic

Kentucky's strength in manufacturing and logistical advantages are helping the state to not only recover from the pandemic crisis, but also further expand its economy.

Kentucky Cabinet for Economic Development

Q2 2020

Content brought to you by:
Kentucky Cabinet for Economic Development

Business is Better in the Bluegrass

From single-employer startups to century-old firms, Team Kentucky helps businesses of all sizes succeed, grow and expand in Kentucky. With expertise in business, legal and throughout the Bluegrass, Team Kentucky responds quickly to build long-term relationships, works with workforce training and economic development to get the resources they need for success.

Editor's Note: This article was contributed by the Kentucky Cabinet for Economic Development which approved and paid for this posting.

NEWS ITEMS | AROUND THE WEB

- Golden Key Foods Plans \$13 Million Expansion at Troy, Alabama, Production Plant 11/13/2020
- Amazon Plans Fulfillment Center in Madison County, Mississippi 11/13/2020
- Santa Cruz Nutritional Expands in Sumter, South Carolina 11/13/2020
- Vishin Expands Michigan City, Indiana, Production Plant 11/13/2020
- SPIG Industry Expands Factory in Washington County, Virginia 11/13/2020
- HeartWave Food Solutions Expands Michigan City, Indiana, Production Center 11/13/2020
- Buffalo Rock Company Expands Distribution Hub in Birmingham, Alabama 11/13/2020

All News Items

PS: SEND US BUSINESS EXPANSION OR RELOCATION NEWS

Building America's Largest High-Tech Greenhouse
The Bluegrass Means Business

LEARN MORE

TEAM KENTUCKY

The UPS Worldport air cargo hub in Louisville, Ky., employs about 10,000 people and turns over cargo for 120 aircraft a day. Also in Louisville, UPS Centennial Ground Hub employs about 2,000 people. The strong UPS presence has helped attract more than 250 companies to the greater Louisville area, representing more than 13,000 jobs and a \$300 million-plus payroll.

Unlike any other, the economic land mine prompted by the pandemic created wreckage and reverberation for businesses across the global economy. But few other states are as prepared to rise and rebound as Kentucky. With deep resources in advanced manufacturing and fully formed supply chains, unparalleled air-cargo assets, a dominant Amazon presence as part of its on-board logistics and distribution industry, a key geographic advantage, and supportive economic development programs, the Bluegrass State is ready to surge ahead.

In fact, manufacturing, service, and tech industry growth has remained strong in Kentucky across the past six months. Since Gov. Andy Beshear took office in early December, the state recorded 146 proposed new or expansion projects across that range of industries totaling more than \$1.1 billion in planned investment. Those projects promise to create nearly 3,000 full-time jobs in the coming years, providing hope and opportunity for Kentuckians in every

RELATED RESEARCH

The Quality of Bluegrass

Regional Report: Kentucky Continues to Break Records in 2019

ADVERTISING & MARKETING

PRINT COLLATERALS

- **27 in-house** brochures, booklets, rack cards
- **Thousands** of print and digital copies distributed globally each year
- Immediately customizable, multiple languages, continuously updated
- Focus on Kentucky target industries, workforce strength, location advantages, training pipeline
- Mailed to prospect companies and available at international offices, trade shows,
- partner organizations

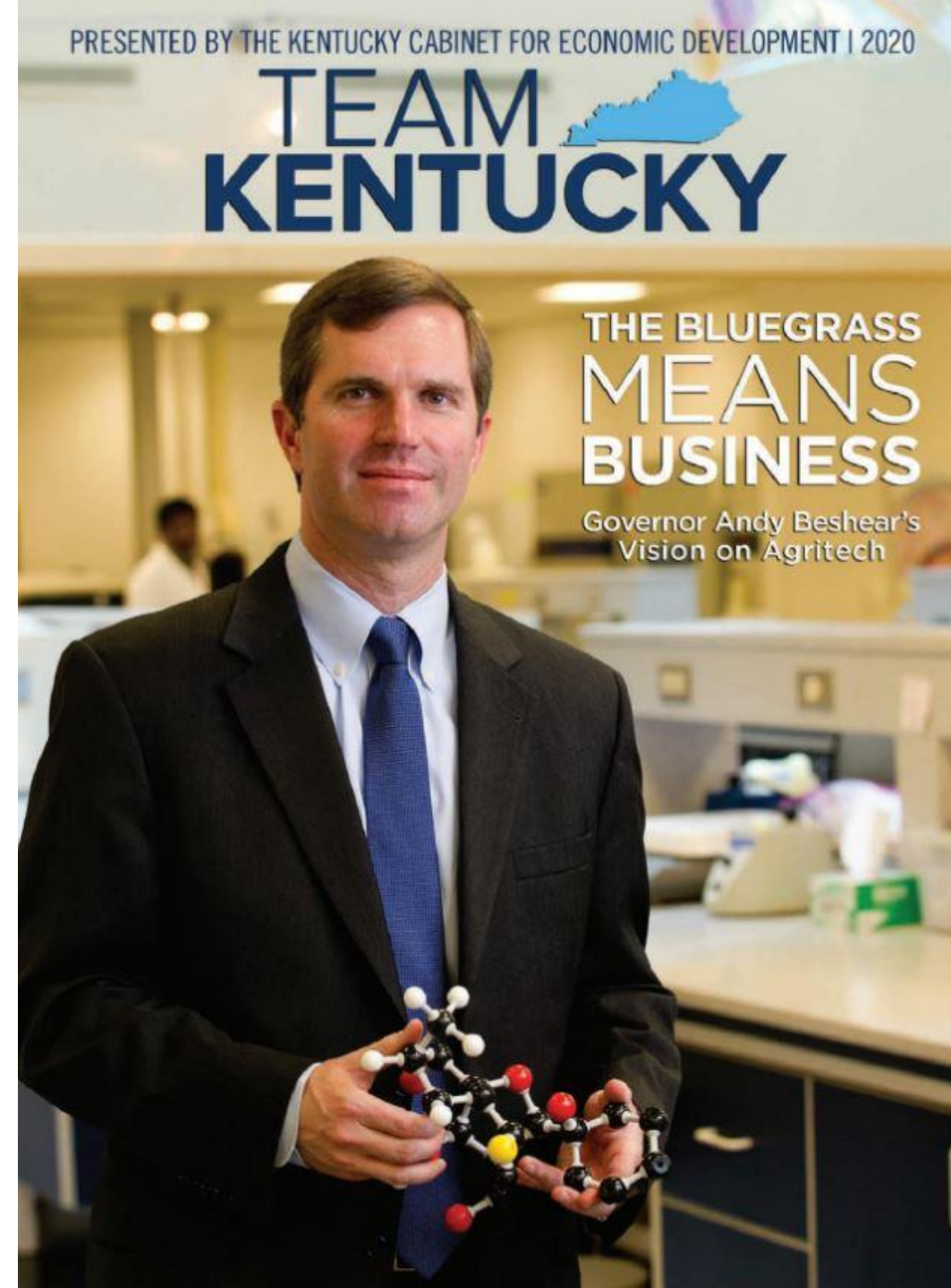


ADVERTISING & MARKETING

KENTUCKY ECONOMIC DEVELOPMENT GUIDE

Annual magazine co-written and produced with Site Selection, ad-supported, zero cost to the state

- Covers all Kentucky's target industries
- Includes coverage of all the state's regions
- Co-bagged with the March issue of Site Selection, (Governor's Cup announcement)
- 20,000-plus copies reach corporate decision makers nationwide and beyond
- KCED uses print and digital issues to further market:
 - Events (pre-COVID)
 - Online
 - Prospect companies



CREATION & PLANNING

OFFICE OF RESEARCH

5-member team specializes in:


- Identification of target companies and their leadership
- Economic analyses, data tracking and management, company and industry research
- Manage statewide available sites and building database
- Annual survey of all Kentucky target-industry businesses

TEAM KENTUCKY Property Results 377 total Properties

Sort By: Featured Descending PDF Excel Print Share

« Previous 1 - 30 of 377 Results Next »

Featured




Vacant Land

Southwest One Industrial Park
Address: 2209 Southwest One Boulevard, ...
City: Benton
County: Marshall County
Zip Code: 42025
Min Size: 270.60 Acres
Max Size: 270.60 Acres

[View Details](#)

Featured




Vacant Land

John H. Stigall Business Center
Address: 99 Corporate Dr, Danville, KY 404...
City: Danville
County: Boyle County
Zip Code: 40422
Min Size: 110.40 Acres
Max Size: 221.40 Acres

[View Details](#)


Special



Begley Properties - Lexington
Address: Exit 104, I-75
City: Lexington
County: Fayette County
Zip Code: 40515
Min Size: 233 Acres
Max Size: 233 Acres


[View Details](#)

Vacant Land




Vacant Land

Industrial | Office | Vacant Land

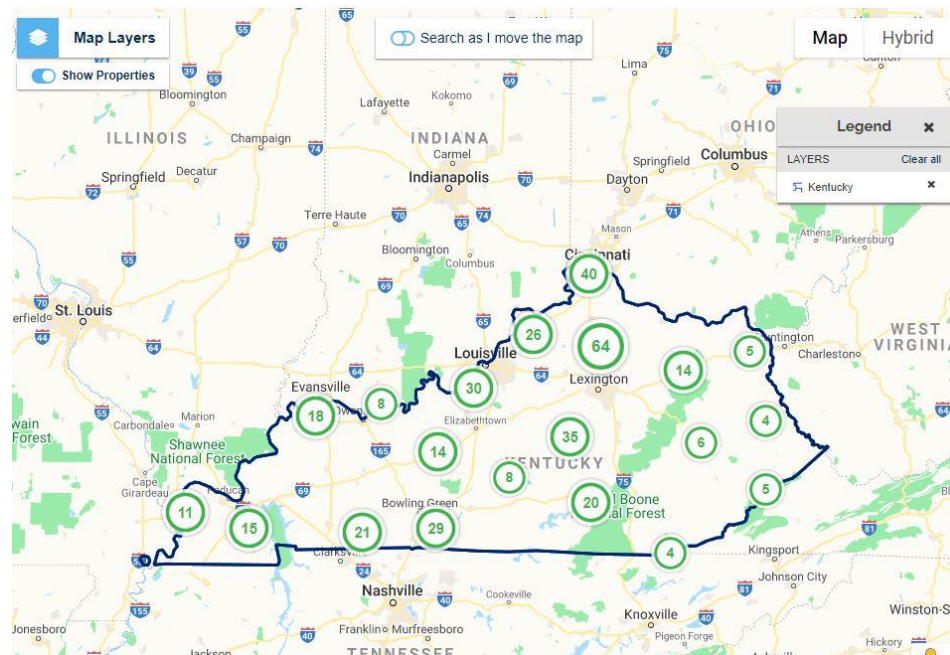


Industrial | Office | Vacant Land

Vacant Land



Vacant Land





ON THE HORIZON

DATA CENTERS

- **Key drivers:** available sites, low power costs, renewable energy, geographic location
- Establishing data center analytical team for concept exploration
- Home bases for centers are established
- Taxes
- Remote-work full-time-jobs
- Second wave coming sooner
- Now is the time to prepare

ON THE HORIZON

- Renewable energy
 - Demand from new and existing businesses
 - Interest in generation projects
- Focus on increasing wages
- Kentucky AgriTech initiative
- Increase strategic marketing
 - Get the right message to the right audience
 - Minimize expenses
 - Maximize brand awareness, lead-generation potential





Q & A



THANK YOU

