

## MARKETING

- Target Markets
  - Advanced manufacturing;
  - Automotive manufacturing and supply;
  - Distribution and logistics;
  - Value-added agricultural products, including distilled spirits;
  - Corporate headquarters/back office operations for small- to mid-sized firms;
  - Food processing;
  - Metal fabrication;
  - Plastics manufacturing/molding;
  - Health care/technologies;
  - Rail-served industries;
  - High-volume water consumption industries;
  - Non-union employers;
  - Suppliers or customers of existing industries.
  
- Website
  - Maintain data-heavy website that features databases of available sites/buildings for both industrial (Kentucky Cabinet for Economic Development or KCED) and commercial (Kentucky Utilities/Location One Information System) provided at NO COST to BCIF.
  - Transition all commercial property listings to StateBook microsite for Boyle County, provided at NO COST to BCIF from East Kentucky Power/Inter-County Energy Cooperative. If KCED migrates to use of StateBook for industrial property data, transition industrial properties for ALL development properties in one location.
  
- Site Selection Consultant Networking: Target 1-2 consultant networking events per year independent of KentuckyUnited activities, subject to available funds, with emphasis on events with enhanced interaction or deal-making with consultants.
  
- Regional Cooperation
  - *Kentucky Crossroads Regional Economic Development Coalition*: Engage and lead a regional, multi-county marketing partnership to maximize value/return with shared cost. Emphasize full participation of all 11 KC regional counties for maximum cost benefit.
  - *KentuckyUnited*: Participate through KC at the top sponsorship tier (Chairman's Level, \$25,000 per fiscal year) for 1/10 (possibly 1/11) cost share to gain access to all marketing events/missions and to receive all consultant/prospect profiles. Target Danville-Boyle County participation in at least 1-2 consultant events (2-6 days travel commitment depending on location) per quarter.
  
- Corporate Headquarters Networking: While on marketing missions or events, pay courtesy calls on nearby corporate headquarters offices/management for existing industrial facilities in Danville-Boyle County to maintain close, familiar relationships, to develop intelligence on

expansion opportunities, and to gain information on customers/suppliers that would benefit by location nearer to Danville-Boyle County facilities.

- Social Media: Emphasize LinkedIn as primary social media tool to reach business/consultant/prospect audience. Utilize Facebook as communication and education tool for local community audience.
- Leverage Resources with EDP Budget: Where possible, leverage or cost-share marketing costs (including travel) with EDP funds. (See below.)
- Marketing Budget
  - Business Recruitment Support (leveraged with EDP) \$ 5,000.00
  - State Incentive Application Reimbursement (5 projects) \$ 5,000.00
  - Danville-Boyle County Magazine (back cover ad; 50% with EDP) \$ 2,770.00
  - Website Maintenance/Domain Renewal \$ 1,633.00
  - KentuckyUnited (50% with EDP) \$ 1,250.00
  - Research/Subscriptions (50% with EDP) \$ 375.00
  - \$16,028.00**

## GOVERNANCE

- Governance Committee
  - *Authority*: BCIF Governance Committee is a standing committee of the Board of Directors established at a special meeting on October 30, 2014. This committee will function in accordance with Article VI, Section 2, of the BCIF Bylaws.
  - *Charge*: The committee will report on its activities and make recommendations to the Board of Directors. The authority to take final action lies with the Board of Directors.
  - *Members*: Alan Turbyfill – chair; Bob Rowland; Jim Jacobus; John Albright – *ex officio*; Jody Lassiter – *ex officio*.
  - *Meetings*: The committee will meet as needed to fulfill its responsibilities and/or at the direction of the Board of Directors. Specific meeting times will be set by the committee chair.
- Objectives: The Governance Committee was formed by the Board of Directors to provide support in three general areas.
  - Corporate structure and bylaws;
  - Board operational effectiveness; and
  - Development of future board members.
- Specific Tasks
  - *Corporate Structure & Bylaws*: Investigate corporate structure options (specifically conversion to a non-profit, non-stock corporation) and make recommendations to the board for decision.
  - *Board Operational Effectiveness*
    - Make recommendations for specific BCIF board member training.

- Make recommendations for general non-profit board member training.
- Develop and implement process for nomination of existing board members for second term.
- *Future Board Member Development*
  - Review and update criteria for service as board members.
  - Develop and maintain list of prospective board members.
  - Develop and implement process for nominating new board members.

## **PROPERTY DEVELOPMENT**

- Enterprise Center: Complete cul de sac on east Techwood Drive at Enterprise Center to access Heritage Hospice lot; estimated BCIF expenditure: **\$30,000.00**.
- Wayfinding Signage: Engage with staff of City of Danville and Kentucky Department of Highways, District 7, to review proposed comprehensive wayfinding system on KY 2168 Connector and US 127-150 Bypass to include signage to industrial park corridors/companies on Lebanon Road and North/South Stewarts Lane. No BCIF expenditure is expected during FY '15-'16 as the City will develop comprehensive plan for KDOH approval only during this fiscal year. Implementation in FY '16-'7 anticipates a BCIF expenditure of at least **\$25,000.00** leveraged with City, CVB, and other possible sources.