

[GLI] GREATER LOUISVILLE INC.
The Metro Chamber of Commerce &
Regional Economic Development Organization

PROSPER **2030**

GLI'S STRATEGIC PLAN FOR REGIONAL
ECONOMIC GROWTH THROUGH 2030



DEAR GREATER LOUISVILLE BUSINESS LEADERS,

As many cities across the U.S. who were once major economic drivers become more expensive and unattainable for companies and professionals, Greater Louisville is on the rise. Our competitive advantages in affordability, accessibility, and livability are clear. But we can do so much more to be a hub for high-paying jobs and the place where highly skilled professionals want to live and work. That is the driving force behind Prosper 2030; to surpass what we have previously defined as OUR best, and be THE best region for talent, jobs, and growth. But we can't do it alone. Our success depends on your engagement. Join us in shaping a future where Greater Louisville leads the way in innovation, opportunity, and prosperity. Let's prosper — together.

By 2030, we want our region to have more jobs, people, and opportunities than ever before. Prosper 2030 is a transformational initiative for regional economic growth that focuses on four key goals to create jobs, advocate for a pro-business environment, attract and retain talent, and promote an inclusive business community:

Attract business and grow jobs.

We will create 6,000 new jobs by 2030 by proactively marketing and selling the region to key decision makers across the globe, supporting the growth of existing industry clusters here in Greater Louisville. In doing so, we will serve as a resource and lead generator for local economic development organizations, including LEDA and neighboring counties and municipalities in the Greater Louisville Partnership.

Advocate for business.

As the voice of the business community, we will focus on enhancing the region's business climate by advocating for a consumption-based tax system, additional funding and resources for talent attraction, solutions to promote public safety, and policies that encourage and incentivize development. By 2030, we will have a more competitive tax code, policies that support population growth, and a streamlined local land development code that encourages transformative investment.

Recruit and retain talent.

Over the next five years, we will increase the region's working age population by 41,000 people. These efforts will focus on digital marketing using GLI's nationally recognized Live in Lou brand to target out of market talent, developing partnerships with colleges, universities, and other educational institutions to retain emerging talent, and bringing professionals who previously lived in Louisville and have strong connections to the region back home.

Drive economic inclusion.

We will focus on removing barriers to growth for diverse-owned businesses. By 2030, we will graduate 70 small minority businesses, which include women, LGBTQ+, veteran and disabled-owned businesses, from the Power to Prosper Business Accelerator and certify 50 minority and women-owned businesses through GLI's Business Certification Hub in partnership with the Louisville Small Business Development Center.

The goals, metrics, and strategies outlined in this plan are ambitious, but so are the individuals and companies that make up our business community. GLI has a strong track record of success and has laid the foundation for results. A study by the University of Louisville College of Business estimates that Prosper 2030 will have an estimated economic impact of \$6.8 billion when all strategies are fully funded and actualized.

Peer regions who are seeing these kinds of results have substantial investment from the private sector. To reach new heights, we each need to do more than we ever have before and that means your investment is critically important to the success of this plan. The work starts now. Please lean in and get ready for Greater Louisville to prosper.

Sincerely,



Sarah Davasher-Wisdom



Camilla Schroeder



Sarah Davasher-Wisdom
President & CEO
Greater Louisville Inc.



Camilla Schroeder
President
Advance Ready Mix
Concrete
Chair, GLI Board of Directors

PROSPER 2030 STRATEGIC GOALS

Each section of the Prosper 2030 plan outlines core objectives, primary audiences, specific strategies and tactics, and overarching targets we will reach by 2030. Included in each section is a short recap of wins from NOW Louisville, GLI's 2020 - 2025 strategic plan, for context on progress to date.

01 Attract Business & Grow Jobs

02 Recruit & Retain Talent

03 Advocate for Business

04 Drive Economic Inclusion



Prosper 2030 is a forward-looking vision for the vibrant and thriving region Greater Louisville can be in five years with the right strategy, commitment, and investment. Baptist Health is proud to be an initial funder of this plan because we recognize how important job growth, regional talent attraction, advocacy, and economic inclusion are to our organization, and the community we serve.

Ger Coleman
CEO, Baptist Health



GOAL 1

ATTRACT BUSINESS & GROW JOBS

The continued economic health of Greater Louisville's 15-county region depends on our ability to generate new, living wage jobs that benefit all parts of our community. GLI's primary roles in economic development include proactively marketing Greater Louisville, consistently seeking out prospective relocating and expanding companies, and convening economic developers across the region in a collaborative partnership. Regional economic development is a national best practice that enables our community to leverage collective assets, advocate for common objectives, and market a common message.

GOAL 1: ATTRACT BUSINESS & GROW JOBS

AUDIENCE

- Expanding and relocating businesses in target industry clusters
- Site selectors and consultants

STRATEGY

INCREASE THE NUMBER OF BUSINESSES RELOCATING TO OR EXPANDING WITHIN GREATER LOUISVILLE AND SUPPORT INDUSTRY CLUSTER GROWTH

GLI will continue to conduct proactive outreach to prospective relocating businesses and existing businesses that are primed for expansion as well as strengthen relationships with site selectors and brokers who represent expanding or relocating businesses. Business attraction efforts will focus on engagements in growing peer cities in nearby proximity to Louisville to consider dual headquarters. Through convening of the Greater Louisville Partnership, a consortium of local economic development organizations across Greater Louisville's 15-county region, GLI will ensure the region shares a common marketing message, advocates for regional interests, and increases the amount of overall economic development opportunity.

Industry clusters play a vital role in driving economic development by enhancing efficiency, fostering innovation, creating jobs, improving regional competitiveness, supporting supply chain development, enhancing quality of life, and guiding strategic economic policies.

TOP 5 WINS FROM **NOW** LOUISVILLE (2020-2025):

1. Attracted 5,473 new jobs through proactive business attraction strategies
2. Secured commitments from 14 local economic development organizations to support the Greater Louisville Partnership
3. Created and launched the [Greater Louisville Partnership website](#), a one-stop shop for prospective relocating and expanding companies to get the information they need to choose our region
4. Played a critical role in the retention of the Papa John's headquarters
5. Suggested and supported the relocation of the Manufacturing Extension Partnership (MEP), which helps manufacturers enhance operational processes, to the University of Louisville



Economic development and growing new jobs here in Louisville is what drives me every day. GLI is a great partner in helping create new opportunities in our community, and Prosper 2030 outlines a clear vision of how the business community and government can work together to drive regional economic development.

Mayor Craig Greenberg

SPECIFIC TARGETS BY 2030 INCLUDE:



Generate 125 business expansion or attraction referrals



Focus business attraction efforts on growing industry clusters that produce high-paying jobs, and work with site selectors who represent companies within these key industries to facilitate the creation of 6,000 new jobs



Graduate 80 industry experts from the Health Enterprises Network (HEN) Healthcare Fellows Program, a professional development program for rising leaders of the health care ecosystem



Graduate 80 industry experts from the Advanced Manufacturing & Logistics (AML) Fellows Program, a professional development program for rising manufacturing and logistics executives

GLI'S ECONOMIC DEVELOPMENT P R O C E S S



Proactively engage site selectors.



Project received.



Follow ups & host site visit.



Lead shared with regional partners & brokers.



Select Preferred Site/Location.



Local economic development organization manages incentives in partnership with GLI.



GREATER LOUISVILLE INC.
The Metro Chamber of Commerce & Regional Economic Development Organization



Project Completion.

**GLI TARGETED
INDUSTRY CLUSTERS**

Advanced Manufacturing & Logistics
Business Services & Tech

Food & Beverage
Health Enterprises & Aging Care

GOAL 1: ATTRACT BUSINESS & GROW JOBS

WHAT'S THE IMPACT OF NEW BUSINESS RECRUITMENT?

In summary, we will recruit 6,000 new jobs to the Greater Louisville region. This will spur existing business growth, additional new business attraction, and new capital investment.

| | JOBS | PAYROLL | NEW LOCAL REVENUES |
|----------|--------|-----------------|--------------------|
| DIRECT | 6,000 | \$523,742,309 | \$2,378,715,777 |
| INDIRECT | 3,961 | \$268,513,133 | \$859,466,106 |
| INDUCED | 3,479 | \$230,362,270 | \$698,455,758 |
| TOTAL | 13,440 | \$1,022,617,712 | \$3,936,627,641 |

\$1.02 BILLION

New Income/Payroll per year

\$3.94 BILLION

New Local Revenues

13,440 NEW JOBS

WHAT IS THE IMPACT OF GROWING A TALENTED WORKFORCE?



Increase the working age population (aged 25-54) in the MSA by 41,000.



Focus on adding non-participating members of the workforce, specifically in underserved communities, back into the regional talent pool.

41,000 new workers

At a median wage target of \$70,000

\$6.8 BILLION TOTAL ECONOMIC IMPACT



GOAL 2 RECRUIT & RETAIN TALENT

Workforce is a key factor in business expansion and relocation. To be competitive with and make gains on our peer cities, Greater Louisville must recruit and retain our workforce and ensure alignment with the talent that is needed today and into the future.

GOAL 2: RECRUIT & RETAIN TALENT

AUDIENCE

- High school students in the region
- College students in the region
- Professionals across the country ages 25-54
- Remote workers
- Former young professional residents of the region

STRATEGY

INCREASE THE WORKING AGE POPULATION BY 41,000

Talent needed is as varied as the number of businesses. In addition to broadly marketing the region through Live in Lou, GLI will also work with individual employers on targeted talent attraction digital campaigns to relocate talent to Greater Louisville.



A strong pipeline of skilled talent is critical to an organization's success and the success of our entire region. Prosper 2030 and its strategic focus on attracting, retaining, and developing skilled talent is vital for growth. Norton Healthcare has partnered with GLI's Live in Lou talent attraction initiative on several campaigns to recruit skilled healthcare workers. Leveraging similar strategies, Prosper 2030 will develop the next generation of workers while bringing more skilled talent to the region.

Russ Cox
President & CEO, Norton Healthcare

SPECIFIC TARGETS BY 2030 INCLUDE:



Redevelop and relaunch LiveinLou.com **[NEW]**



Increase LiveInLou social media followers by 30,000 to build brand awareness of Greater Louisville



Develop talent attraction campaigns for employers upon request for in-demand professional talent



Research influencers, develop influencer strategy, and implement at least two influencer campaigns to attract talent **[NEW]**



Collaborate with Greater Louisville Partnership economic development leaders on talent attraction opportunities for relocating businesses

STRATEGY

TARGET BOOMERANGS TO ENCOURAGE RELOCATION TO LOUISVILLE

Studies show that most people relocate to a region they are from and that many people relocate to be closer to friends and family. By targeting individuals who once lived here and moved away, we can showcase the benefits of moving home.

live
in
lou.

SPECIFIC TARGETS BY 2030 INCLUDE:



Recruit 700 interns to participate in an intern summit presented by the University of Louisville



Conduct 54 meetings with career services offices to market job opportunities and internships for careers in the region post-graduation **[NEW]**

SPECIFIC TARGETS BY 2030 INCLUDE:



Collaborate with Louisville Tourism, higher education institutions, and alumni associations to host five talent attraction events in another market **[NEW]**



Implement a paid social media campaign targeting boomerang talent that engages at least 20,000 potential new residents with connections to Louisville **[NEW]**

STRATEGY

COLLABORATE WITH HIGHER EDUCATION INSTITUTIONS TO ACTIVELY RETAIN GRADUATING TALENT

Internships and co-op programs can be effective in increasing the retention rate of graduates, reducing their out-migration. GLI will work with regional employers and higher education institutions to ensure availability of these programs and market the region's quality of life to retain their students post-graduation.

GOAL 2: RECRUIT & RETAIN TALENT

STRATEGY

DEEPEN THE PARTNERSHIP WITH THE JCPS ACADEMIES OF LOUISVILLE

The Academies of Louisville are 15 high schools in Jefferson County that provide real-world, work-based learning for students with the goal of getting the students into the workforce. GLI will continue to facilitate connections between regional businesses and the Academies of Louisville to establish their brands as employers among the student body, provide work-based learning opportunities for students, and develop talent pipelines.

SPECIFIC TARGETS BY 2030 INCLUDE:



Collaborate with JCPS and secure 100 new business partners to participate in the Academies of Louisville, in support of JCPS's efforts to increase career and college readiness rates

TOP 5 WINS FROM NOW LOUISVILLE (2020-2025):

1. Executed employer talent attraction campaigns that successfully recruited 2,000 individuals to begin the application process for relocation
2. Increased social media followers of Live in Lou by 44,971
3. Launched the **Workforce Ecosystem Hub**, a central location for all workforce partners and resources
4. Launched Finding You, in Lou, a professional and leadership development program for college students and interns
5. Trained 100 City Champs as brand ambassadors to help promote the region

J.M. ATHERTON HIGH SCHOOL



Prepared.
Empowered.
Inspired.

GLI'S PRIVATE LABEL CAMPAIGN

W O R K F L O W



Identify optimal geographies for desired job title where supply is greater than demand and Louisville is salary-competitive



Identify motivators for that specific talent.



Develop creative elements for marketing campaign that pair employer collateral with information on the benefits of Living in Lou.



Build media strategy for talent attraction.



Build customized landing page for application tracking.



Launch and monitor/optimize campaign.

[GLI] GREATER LOUISVILLE INC.
The Metro Chamber of Commerce &
Regional Economic Development Organization



Report end-of-campaign analytics to employer and confirm total applications resulting from campaign.



GOAL 3 ADVOCATE FOR BUSINESS

GLI advocates for public policy initiatives that stimulate economic growth and improve our region's business competitiveness. On the local, state, and federal levels, GLI influences policymakers and informs the business community about key issues and initiatives that will spur long-term growth.

AUDIENCE

- Local, state, and federal elected officials

STRATEGY

ADVOCATE FOR A CONSUMPTION-BASED TAX SYSTEM & FUNDING FOR TALENT ATTRACTION

Two of the most important factors in attracting and retaining jobs are a competitive business climate and access to skilled talent. As more states move to consumption-based tax models and roll out creative incentives to attract talent, Greater Louisville must reform outdated tax codes and invest in programs that will help the region stand out to growing companies and relocating talent.

SPECIFIC TARGETS BY 2030 INCLUDE:



Lobby the Kentucky General Assembly, in coordination with others statewide, to pass local tax reform



Lobby the Kentucky General Assembly to continue to reduce the state personal income tax



Advocate for dedicated funding for talent attraction at the state and local level **[NEW]**



GLI's Prosper 2030 is a roadmap for how our region can leverage years of steady growth to create a more bustling economy. Prosper 2030 is focused on growing our region's workforce, creating pro-business policies, and supporting entrepreneurs and diverse-owned businesses to make Greater Louisville a destination for high-paying jobs and highly skilled talent.

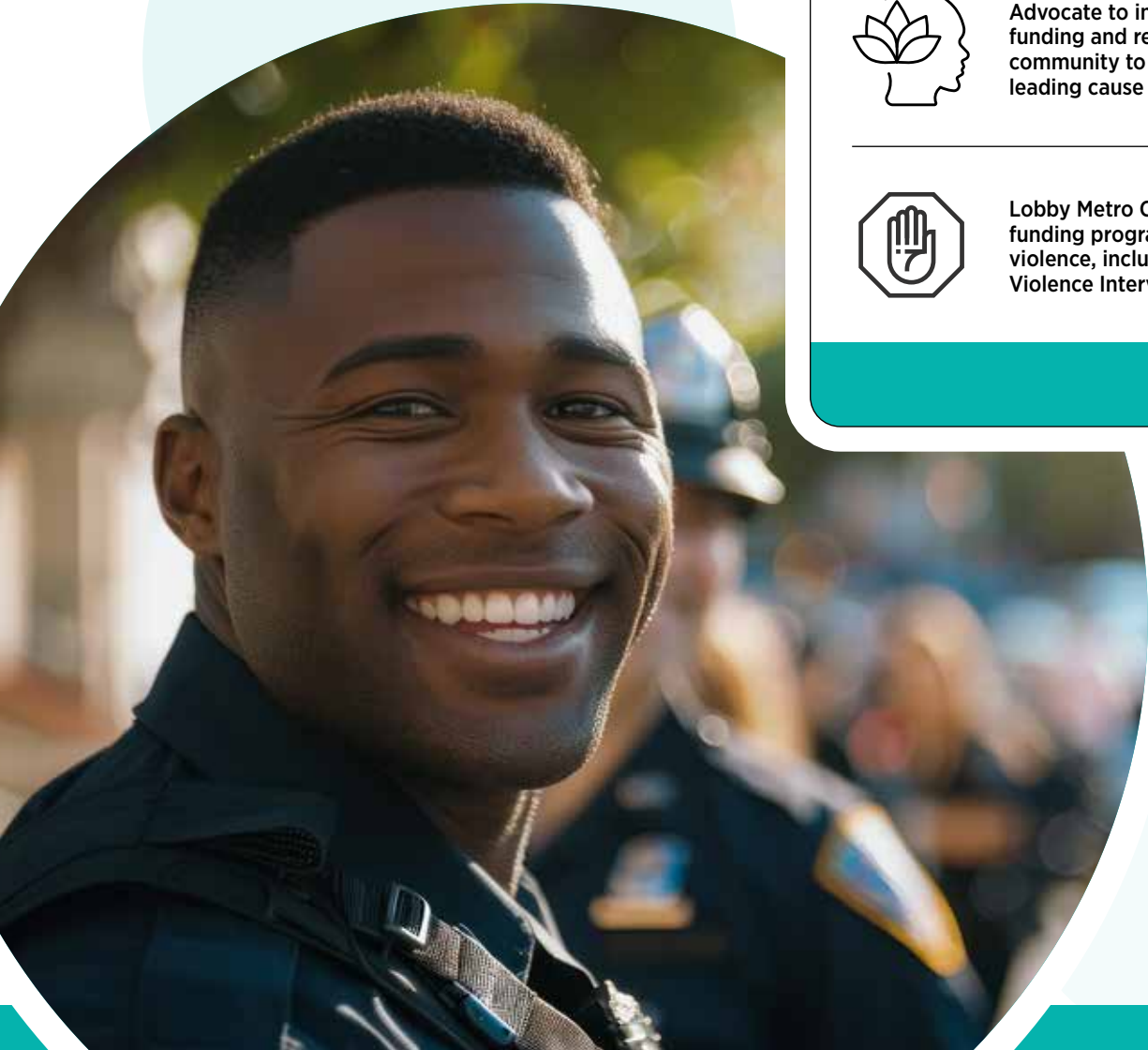
John R. Crockett III
President, LG&E and KU Energy LLC

GOAL 3: ADVOCATE FOR BUSINESS

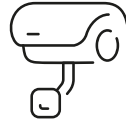
STRATEGY

SUPPORT EFFORTS TO ADDRESS PUBLIC SAFETY

The safety of a community is a major determinant of economic investment and talent attraction. Businesses, government, and law enforcement must prioritize collaboration and programs that will create a community where residents, workers, and visitors feel safe.



SPECIFIC TARGETS BY 2030 INCLUDE:



Advocate for additional security cameras and greater law enforcement presence downtown **[NEW]**



Advocate for competitive pay for police officer salaries



Advocate to increase mental health funding and resources for the community to proactively address a leading cause of violence



Lobby Metro Council to continue funding programs to reduce violence, including Group Violence Intervention (GVI)

SPECIFIC TARGETS BY 2030 INCLUDE:



Advocate to pass a local property tax abatement **[NEW]**



Expand the state's current economic development incentives to spur attraction of business services and technology companies



Advocate for funding to revitalize vacant downtown office space and other areas into residential development **[NEW]**



Engage 100 City Champs to be advocates for Louisville's thriving downtown in partnership with Louisville Downtown Partnership **[NEW]**

STRATEGY

ADVOCATE FOR DOWNTOWN REVITALIZATION TOOLS

Urban density and vibrancy is critical to any thriving region. Though Downtown Louisville has faced many obstacles in its history, there are encouraging signs of renewed energy. The business community and local governments should focus on removing barriers to development, finding ways to encourage and incentivize residential development, and increasing occupancy in downtown office spaces.



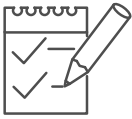
GOAL 3: ADVOCATE FOR BUSINESS

STRATEGY

ENCOURAGE RESIDENTIAL AND COMMERCIAL DENSITY AND STREAMLINE LOUISVILLE’S PLANNING AND ZONING

Land development helps to grow jobs, create more housing and urban density, revitalize and spur investment in underdeveloped areas, and improve quality of life. Louisville must institute policies and structures that support and facilitate the important work of our developers and redevelopers. As Louisville continues to grow and attract talent, our land use policies must evolve to support the development of housing stock at all income levels and work to minimize barriers to development and provide more efficiency, certainty, and predictability for developers.

SPECIFIC TARGETS BY 2030 INCLUDE:



Advocate for land development code reforms to better streamline the zoning and planning processes, enabling quicker project approvals



Educate Metro Council and the community on the benefits of development and the need for density throughout the region, specifically in Metro Louisville



Advocate for policies to help support housing needs at all levels **[NEW]**



Pursue changes to make the Historic Tax Credit more useful in the Louisville area, including allowing the reallocation of unallocated residential funds to be used for commercial projects or vice versa depending on the need **[NEW]**



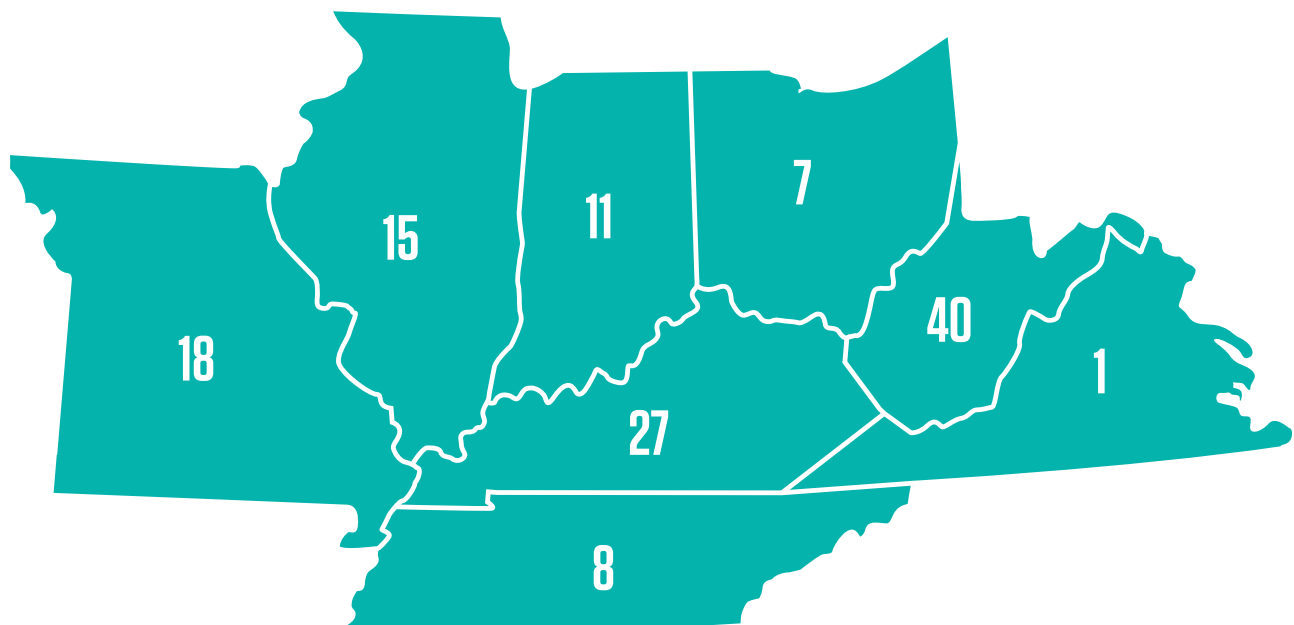
Advocate for opportunities, investments, and zoning changes that enable improved connections of neighborhoods, such as mixed-use developments and improved biking and walking paths

SPECIFIC LAND DEVELOPMENT CODE CHANGES GLI RECOMMENDS LOUISVILLE METRO PURSUE

- Reduce procedural delays in the application review process by coordinating initial agency reviews to identify problems from the onset
- Establish maximum time requirements for planning commissions, boards of zoning adjustments, and legislative bodies to consider and approve development proposals, and review time windows for public notices
- Expand Planning and Design staff when possible and allocate new revenues from future fee increases to add staff capacity for government agencies involved in the land development and redevelopment process
- Increase compensation for planning commission members for their time and expertise to make serving on the commission more attractive
- Provide annual education and training, and best practice opportunities to Commissioners to support professional development
- Clarify, enforce, and communicate rules for limiting debate to ensure comments are directly related to the application or case under discussion

HOW COMPETITIVE IS OUR REGION?

If Greater Louisville wants to attract new businesses, investments, and jobs, competitiveness is key. CNBC ranked the relative competitiveness of Kentucky and our surrounding states based on infrastructure, workforce, the economy, quality of life, cost of doing business, technology and innovation, and business friendliness.



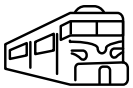
GOAL 3: ADVOCATE FOR BUSINESS

STRATEGY

STRENGTHEN TRANSPORTATION & INFRASTRUCTURE

A robust transportation system is key to business attraction and growth, supporting a strong workforce, and connectivity with the rest of the world. GLI advocates for continued funding for public transportation and protection of critical infrastructure at the local, state, and federal levels to adequately address the mobility needs of our region.

SPECIFIC TARGETS BY 2030 INCLUDE:



Continue to advocate for rail service in the Greater Louisville region



Support the Louisville Muhammad Ali International Airport as they work to expand air service and additional direct flights by serving as a communication catalyst, helping the business community understand the importance of utilizing the flights made available



Advocate for infrastructure funding to support the evolving needs of the Greater Louisville community



Prosper 2030's focus on consequential advocacy priorities like public safety, downtown development, and pro-investment policy reforms to make the region more competitive is imperative to the growth of Greater Louisville. AT&T is a proud supporter of Prosper 2030 and GLI's strategy to leverage public policy to increase economic opportunities for our region over the next five years.

Carlos E. Sanchez
President, AT&T Kentucky

TOP 5 WINS FROM NOW LOUISVILLE (2020-2025):

1. Advocated that the General Assembly reduce the personal income tax statewide
2. Advocated that Metro Council change zoning regulations to allow for more childcare centers in needed areas of Louisville
3. Worked with a coalition to secure grant funding for a feasibility study to bring passenger rail back to Louisville
4. Worked with the General Assembly to increase the cap on the Historic Tax Credit
5. Took CEOs to Frankfort to support Mayor Greenberg's requests for over \$486 million in state budget allocations specifically for Louisville programs/organizations/initiatives.



GOAL 4 DRIVE ECONOMIC INCLUSION

GLI understands economic growth is inextricably linked to diversity, equity, and inclusion. In this spirit, GLI is committed to removing barriers to growth and providing opportunities for minority and women-owned businesses. These efforts are vital for the development and sustainability of a vibrant community.

GOAL 4: DRIVE ECONOMIC INCLUSION

AUDIENCE

- Historically underrepresented businesses
- Corporate procurement departments
- Nonprofit organizations community incubators/accelerators

STRATEGY

DRIVE THE INCLUSION, DEVELOPMENT, SUPPORT, AND AMPLIFICATION OF MINORITY- AND WOMEN-OWNED BUSINESSES THROUGHOUT THE REGION

GLI's work in this space will continue to center around amplifying and providing resources to minority and women-owned businesses throughout the region. Through programs like the Power to Prosper Business Accelerator, which helps scale up businesses, and the Business Certification Hub, which simplifies the process to obtain advantageous certifications for corporate and government contracting, we will remove barriers for these businesses to grow, and create opportunities for new businesses to plant roots.

SPECIFIC TARGETS BY 2030 INCLUDE:



Graduate 70 small minority businesses, which include women, LGBTQ+, veteran, and disabled owned businesses from the Power to Prosper Business Accelerator



Certify 50 businesses through the Business Certification Hub



Over the last five years, GLI's inclusion programs, like the Power to Prosper Business Accelerator, have made a tangible impact on over 50 businesses in our region. I am proud to support Prosper 2030 to continue and expand on this work so that every business and entrepreneur can thrive in Greater Louisville.

Conrad Daniels
President, HJI Supply Chain Solutions

[GLI]
POWER TO PROSPER
BUSINESS ACCELERATOR

Powered by **INTERISE**

TOP 5 WINS FROM NOW LOUISVILLE (2020-2025):

1. Launched GLI's first-ever DE&I department, staffed by two professionals to execute programming
2. Developed the Power to Prosper Business Accelerator powered by Interise and graduated four cohorts, comprised of 57 small minority owned businesses
3. Established the Racial Equity Pledge with 250 signers
4. Launched the Business Certification Hub in partnership with the Louisville Small Business Development Center (SBDC) to increase minority and women-owned business certifications in 2023. To date over 60 businesses have applied, 33 are in the pipeline, and 17 have successfully received their certification
5. Helped GE Appliances, a Haier Company, diversify its supply chain. To date 43 facilitated connections have been made to minority suppliers



POWER TO PROSPER GRADUATES

GLI'S ROLE AS A CHAMBER OF COMMERCE

GLI's mission is to grow the regional economy. This plan provides a comprehensive overview of how GLI can grow the region through addressing pressing issues and driving initiatives that will position the region for future prosperity. In addition to all of the work laid out in this plan, which is incremental work funded separately from chamber dues, GLI will continue serving as the Metro Chamber of Commerce. We will support businesses of all sizes, facilitate connections between businesses, and serve as a convener of the regional business community. Through content-rich and networking-centered events, timely communications, discounted professional services, and personalized support, GLI will continue meeting the evolving needs of businesses.

This strategic plan outlines goals and objectives based on projected funding. However, if sufficient funds are not raised, GLI will adjust the metrics for success accordingly. These adjustments will ensure that our initiatives remain feasible and aligned with available resources. We remain committed to transparency and will communicate any changes to stakeholders in a timely manner.



RESOURCE PLAN

Prosper 2030 will build on the successes of NOW Louisville which requires continued funding and support for the eight critical positions created under the NOW Louisville plan. These roles have proven essential in enhancing our capacity to serve the community effectively. This strategic continuity will allow us to deepen our impact and deliver on the goals of Prosper 2030. The fundraising goal for Prosper 2030 is \$4M over five years.

The eight positions include two people in economic development, two people in economic inclusion, two people to support talent attraction initiatives, one person supporting government affairs and two people in shared services. These individuals are responsible for carrying out the tactics outlined in Prosper 2030 and supporting the overall goal to grow and enhance the region. Each tactic will include measurable goals that positions funded by the plan are responsible for tracking and actualizing.

NEW OPERATIONAL FUNDING NEEDED (2025-2030)

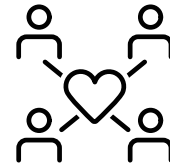
In addition to continued funding of the most important aspect of plan execution (our people), additional funds will be needed for:



Special Project Funding to Target Boomerangs

Funds will be necessary to host events out of market that target alumni who have relocated out of the region, attracting them back to Louisville.

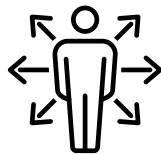
\$25K total



Talent Attraction Campaign Advertising Funds (Boomerangs)

Funds will be necessary to target individuals and drive engagement on social media channels to attract former residents back to Greater Louisville.

\$250K per year CONTINGENT



Talent Attraction Campaign Advertising Funds (Influencers)

Funds will be necessary to implement influencer campaigns with lifestyle brands to showcase the benefits of relocating to the region.

\$100K CONTINGENT



Additional Government Affairs Staff

Funds will be necessary to hire additional government affairs staff to drive the work of the plan forward. One position.

CONTINGENT

Any additional funds raised beyond the \$4M goal will be used to strategically invest in the items listed as "CONTINGENT" in the above resource plan. All other metrics in the plan are contingent on meeting the initial fundraising goal of \$4M. As noted in the resource plan, some metrics are contingent on meeting the stretch goal. If adequate funds are not raised metrics will be adjusted accordingly.

