



ACTION PLAN 2021/2022

BARREN COUNTY ECONOMIC AUTHORITY

**PROMOTE ECONOMIC DEVELOPMENT IN
BARREN COUNTY THROUGH THE RETENTION AND EXPANSION OF
EXISTING BUSINESS AND
INDUSTRY, ATTRACTION OF NEW BUSINESS AND INDUSTRY AND
SUPPORT INFRASTRUCTURE
THAT MEETS THE NEEDS OF BUSINESS AND INDUSTRY.**

BCEA MISSION STATEMENT

Strategic Initiatives

2021/2022

SI#1

Retain and expand existing targeted businesses using a proactive business retention model

SI#2

Grow targeted sector jobs & investment through the implementation of cluster strategies

SI#3

Maintain a variety of sites and buildings that meet the needs for business expansions and locations

SI#4

Be an efficient, transparent and accountable operation, that is an example for other economic development organizations

STRATEGIC INITIATIVE #1

BUSINESS RETENTION & EXPANSION

VISITS

Visit 30+ (100%) targeted industries and conduct business retention and expansion survey to identify common needs, potential expansion projects and critical issues

EXPERTISE

Provide expertise, support, and resources to existing businesses as they assess expansion opportunities including sites & buildings, financial resources and incentives and infrastructure that result in new capital investment and job creation

ENGAGE

Engage and provide regular communication on the resources, programs, and services available to grow targeted businesses and key sectors through marketing and communications plan

COORDINATE

Coordinate bi-monthly meetings of the Plant Managers to discuss common issues and challenges

STRATEGIC INITIATIVE #2

NEW BUSINESS ATTRACTION

MARKET

Maintain up-to-date marketing materials including but not limited to: Website, marketing slicks for targeted industries, property slicks

PIPELINE

Grow marketing funnel of potential companies through list, lead generation software and conduct project lead outreach per marketing plan to convert marketing leads to qualified projects

CONNECT

Quarterly communication of recent announcements, development, and available properties to site selection consultants with an anticipated open rate of 25% (compared to 19.96% national average for consulting)

ENGAGE

Participate in recruitment activities such as targeted marketing missions, tradeshow, and consultant events

STRATEGIC INITIATIVE #3

PROPERTY DEVELOPMENT

ASSETS

Keep current and identify potential sites and existing buildings for consideration and further development and economic opportunity

DEVELOP

Continue property development activities that ensure competitiveness and infrastructure capacity to meet the needs of targeted sector businesses including greenspace, Build Ready Certified sites, speculative buildings

INCOME

Seek grant/low-cost funding for property development activities for the new industrial park

ADVOCATE

Develop relationship with commercial real estate brokers and developers to increase database of available properties

STRATEGIC INITIATIVE #4

OPERATIONS

POLICIES

Ensure that the Authority maintains the appropriate policies and procedures to be a sound, ethical and efficient economic development organization

REPORTS

Maintain a contact management system that tracks economic development activities, provides dashboards for accountability, and creates reports

PARTNERSHIP

Work with the BCEA and Chamber Boards to implement the consolidation process to meet the goal of transitioning January 1, 2022

INVESTMENT

Collaborate with public and private sector through the “Transformational Investor Plan” to fund economic development activities that lead to job creation and investment



**MAUREEN
CARPENTER**
Executive Director



BCEA
Barren County
Economic Authority



KELSI CLINE
Economic Development
Coordinator

The Team

Get in Touch

MAILING ADDRESS

PO Box 1703 Glasgow, KY 42142

EMAIL ADDRESS

maureen@barrencoea.com

kelsi@barrencoea.com

PHONE NUMBERS

O (270) 651-6314 C (270) 779-8292