

WELCOME! PLEASE TAKE OUR SURVEY!

WiFi Password: **SuKatt5511**

Ready Communities offers Brown County an opportunity to pursue grant funding from the Regional Opportunities Initiative in the areas of: Quality of Place, Workforce Development & Attraction, and Amenities & Attributes. Your feedback will help us prioritize projects to finalize a county-wide plan that will guide the grant funding process.

<http://bit.ly/BrownPriorities>

Brown County Redevelopment Commission Economic Development Strategic Plan

January 23, 2019



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THOMAS P. MILLER & ASSOCIATES

Brown County Redevelopment Commission

Economic Development Strategic Plan

January 23, 2019

The Big Picture

Brown County Redevelopment Commission, the Brown County Community, and Thomas P. Miller & Associates (“TPMA”) are developing the County’s first economic development strategic plan to achieve:

- Diversification of the County’s Economic Base
- New Jobs and Capital Investment
- Workforce Development
- New Housing with a Diverse Range of Styles and Prices
- New Infrastructure
- Coordination w/ the Brown County Community Foundation’s Quality of Place & Workplace Attraction Plan
- All complementary to the natural and cultural assets of Brown County



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Phase 1: Coordinate (November 2018 – Ongoing)

- Pre-Launch Strategy Call
- On-site Project Launch and Community Tour
- Regular Communication

Phase 2: Assessment (November 2018 – February 2019)

- Literature Review: - Past planning and other initiatives
- Demographic and Economic Profile



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Economic Base Profile

NAICS	Description	2018 Jobs	2013 Jobs	Share of 2018 Jobs	2013 - 2018 Change	2018 Payrolled Business Locations
2361	Residential Building Construction	101	108	2.7%	(7)	16
2389	Other Specialty Trade Contractors	58	73	1.6%	(15)	7
3121	Beverage Manufacturing	146	55	3.9%	91	4
5617	Services to Buildings and Dwellings	148	133	4.0%	15	9
6216	Home Health Care Services	131	90	3.5%	41	3
6231	Nursing Care Facilities (Skilled Nursing Facilities)	132	108	3.5%	24	1
7211	Traveler Accommodation	268	282	7.2%	(14)	18
9029	State Government, Excluding Education and Hospitals	196	222	5.3%	(26)	12
Total	Total	3,720	3,648	100.0%	72	315
Base	Base	1,180	1,073	31.7%	109	70



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Economic Base Profile Summary

- Tourism-Related
- State Government – Likely Related to Brown County State Park and Others
- Beverage Manufacturing = Distilleries, Breweries, Wineries
- Residential and Commercial Building and Maintenance Trades
- Home Healthcare, Senior, and Nursing Care Services



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Phase 3: Engage (January – February 2019)

- Public Survey of Industry Priorities
- Key Stakeholder Interviews
- Public Forums

Phase 4: Analyze (January – February 2019)

- Strengths, Weaknesses, Opportunities, & Threats (“SWOT”) Analysis
- Target Industry Analysis and Recommendations



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Target Industry Analysis Methodology

- Industry Clustering
- Occupational Clustering
- Regional Connectivity and Relevancy to Neighboring Counties
- Brown County Topography, Built Environment, Institutional Assets, and Culture



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Phase 5: Implement (March – April 2019 and Beyond....)

We're not a fan of dusty plans on shelves. To avoid this condition, we will ensure that the Brown County Economic Development Strategic Plan has community support, is ambitious – yet achievable, and aligned for financial and in-kind support:

- Draft and Final Plan
- Implementation Playbook
- Final Presentation and Community Rollout



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Thank You!



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Brown County Quality of Place & Workforce Attraction Plan

REGIONAL OPPORTUNITIES INITIATIVE
READY COMMUNITIES

JANUARY 23, 2019

PREPARED BY: GROUP STELLAR + KGLOBAL



About Us



**Brown County
Community
Foundation
(BCCF)** is one

nearly 700
community
foundations

across the country dedicated to improving the quality of life in a particular region. The BCCF, established in 1993, is a foundation created by the community to serve the community.

group stellar

Group Stellar specializes in public relations, stakeholder engagement and community cohesion initiatives. Group Stellar develops long-term plans and key messages that leverage competitive advantages.

kglobal

kglobal is a communications firm specializing in economic and workforce development. The organization works with states and localities to build brands, market assets, and develop strategic plans for diverse growth.

About ROI's Ready Communities Initiative

“The Ready Communities Initiative provides counties and communities the resources necessary to strategically plan for, develop, and implement projects and programs that build quality of place, grow regional capacity for workforce development and attraction, and improve the attributes and amenities that make the Indiana Uplands a desirable place to live, work and play.”

About ROI's Ready Communities Initiative

*The Regional Opportunities Initiative provided a \$50,000 planning grant for each participating county to develop a county-wide **Quality of Place & Workforce Attraction Plan.***

The Planning Process

- 2 Community Input Sessions
- Stakeholder meetings
- 1 Town Hall
- Prioritization survey
- Review of existing materials and plans

Goals

- Highlight county assets
- Develop an Opportunity Outline
- Suggest projects to amplify Quality of Place and Workforce Attraction initiatives

Next Steps

- Development and prioritization of project plans/proposals
- Implementation of high-priority projects
- Onboarding community assistance

Quality of Place

- Attractive Living Conditions
- Cultural and Recreational Amenities
- Safety
- Vibrancy
- Sense of Community

Quality of Place: Brown County Assets

ARTS CULTURE	NATURAL BEAUTY	TRAILS	ENTERTAINMENT
B3 Gallery "Maker Space" Arts Program	Brown County State Park	Hitz-Rhodehamel Nature Preserve Trail	Nashville Retail District
Arts Alliance of Brown County	Yellowwood State Forest	Salt Creek Trail	Maple Leaf Performing Arts Center
The Playhouse Theatre	Hoosier National Forest	World-class mountain biking trails	
	Peaceful Valley Preservation Group		

Quality of Place Opportunities

BRANDING AND MARKETING (EXTERNAL)

- **Objectives:** Effectively market Brown County as the perfect place to experience the exhilaration, refreshment, and down-to-earth perspective that's offered across 316 beautiful miles of the Indiana Uplands.

Quality of Place Opportunities

COUNTY COMMUNICATIONS (INTERNAL)

- **Objectives:** Improve internal communications to increase the visibility of events and subsequently grow tourism through concerted, county-wide collaborative efforts. Promote the inclusion of a wide diversity of participation.

Quality of Place Opportunities

TRAIL CONNECTIVITY

- **Objectives:** Continue to increase trail connectivity and maintenance to benefit residents and visitors alike through further developing the Salt Creek Trail and other trails into a system that integrates with Brown County's historical and cultural attractions. Dedicate more volunteer hours to upkeep, potentially through recurring trail cleanup day events, and coordination with state and neighboring county's agencies.

Workforce Development & Attraction

- Developing a workforce ready for the 21st century economy
- Training and industry exposure initiatives
- Promoting regional employment opportunities
- Connecting labor force with industry

Select Workforce Development & Attraction Assets

- Community-Based Career Resource Center
- Industry and School Partnerships
- Excellent, nationally recognized schools
- Unmatched industry exposure initiatives for middle and high school students

Workforce Development & Attraction Opportunities

TRADE PROGRAMS, VOCATIONAL OPPORTUNITIES, & EMPLOYER COLLABORATIVES

- **Objectives:** Onboard more industry partners and formalize a process for employers to outline to school board representatives and CRC leadership what skills gaps are present, the type of workforce training that is needed, and highlight certain industry trends.

Workforce Development & Attraction Opportunities

INCORPORATING THE HUMANITIES IN STEAM LEARNING PROGRAMS

- **Objectives:** Research Science, Technology, Engineering, Arts, and Mathematics (STEAM) program best-practices and develop a plan to incorporate humanities training into current STEAM learning initiatives. Research the feasibility of utilizing vacant school buildings for an all-ages STEAM center.

Amenities & Attributes

- Infrastructure
- Community Events
- Community Organizations and Clubs
- Family Support Networks and Programs

Amenities & Attributes: Brown County

Economic Development Planning	The Brown County Democrat	Bill Monroe Bluegrass Memorial Park & Festival
Thriving Retirement Community	Culture of Volunteerism & Nonprofit Support	Story Inn Wine & Beer Festivals
The Brown County Partnership	League of Women Voters	History Center Mobile Application
Community-Based YMCA	Birth to 5 Coalition	

Amenities & Attributes Opportunities

HOUSING

- **Objectives:** Utilize the findings of the forthcoming ROI housing study to provide better resources for developers and offer more diverse and affordable options for varied family orientations. Promote the use of historic preservation tax incentives to accelerate growth.

Amenities & Attributes Opportunities

CHILDCARE

- **Objectives:** Increase childcare options. Research national best-practices for childcare training programs, fast track childcare zoning options, and incentives for residents to earn childcare credentials. Determine how to best utilize Brown's Pre-K scholarship program to develop new childcare centers.

Amenities & Attributes Opportunities

HEALTHCARE

- **Objectives:** Explore funding options for the construction of healthcare centers and support the promotion of community-based healthcare organizations.

Amenities & Attributes Opportunities

RETIREMENT NETWORK(S)

- **Objectives:** Formalize retiree network(s) to promote engagement in the community and support ongoing community cohesion initiatives through volunteerism.

Amenities & Attributes Opportunities

THE BROWN COUNTY PARTERSHIP

- **Objectives:** Re-establish and formalize membership of The Brown County Partnership to revitalize ongoing planning and implementation efforts.

Amenities & Attributes Opportunities

PLANNING INTEGRATION

- **Objectives:** Synthesize the information presented in Brown County plans to develop a refreshed, actionable comprehensive plan.

Amenities & Attributes Opportunities

BROADBAND ACCESSIBILITY

- **Objectives:** Continue to support the Internet Scholarship program and research state and federal grant opportunities for broadband so children can access to the tools they need to grow into active contributing members of the region.

Amenities & Attributes Opportunities

WATER INFRASTRUCTURE

- **Objectives:** Improve water infrastructure to increase safety and effectively manage residential growth.

Breakout Sessions

- Quality of Place
- Workforce Development & Attraction
- Amenities & Attributes

Thank you!

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<http://bit.ly/BrownPriorities>