OUR CHAMBER

VISION STATEMENT
The Bowling Green Area Chamber of Commerce is the driving force for South Central Kentucky’s business community.

MISSION STATEMENT
We provide valuable services to our partners, advocate a positive business environment and stimulate economic development for South Central Kentucky.
Values are the standards that influence every aspect of our lives. Values provide the direction to decisions that are made by our organization. In all that we do, let us demonstrate our core values:

**VALUES**

**INCLUSIVENESS**
We embrace behavior and actions that respect and honor the background, diversity and contributions of all in our community.

**INTEGRITY**
We believe in demonstrating the strength, moral principles, honesty and ethics that warrant the trust of the community.

**LEADERSHIP**
We believe that the community can only grow and prosper if we have the courage to be bold in our vision and stand by our convictions.

**SERVICE**
We value a commitment to service and believe responsibility and duty are imperative to enrich the community.
Each year, your Bowling Green Area Chamber of Commerce develops an Action Plan and Strategic Initiatives to lead the activities of the coming year. We consider each and every aspect of operations, from Chamber Partnership to Entrepreneurship.

2014 has been an outstanding year in all aspects of our operations, and we look forward to sharing our accomplishments with you. The Bowling Green Area Chamber of Commerce strives to grow and enhance the economy of South Central Kentucky through targeted economic development strategies in both attraction and expansion, as well as value-added partnership offerings for each and every one of our partners, from the smallest sole proprietorship to the largest multi-national corporation.
At the beginning of 2014, we set a goal to retain at least 86% (the national average) of our partners by meeting with each one to determine, customize, and deliver services that each partner finds most valuable for business development and growth. At the end of 2014, Chamber staff have met with 1,100 partners, and maintains a retention rate of 89.5% well above the national average for retention. 2015 retention visits have already begun, and an enhanced engagement plan that focuses on individual partner needs is underway.

In terms of new partner recruitment, the Chamber exceeded its 2014 partnership goal of 138 new partners by recruiting 188 and far outpaced our revenue goal with $76,432 in new partnership revenue for 2014.
In 2014, we welcomed 4 new President’s Club partners, bringing our total President’s Club partnership to 73. These Chamber partners choose to invest directly in economic development efforts, collectively investing over $298,000 to enhance economic development in South Central Kentucky.

As a benefit of their investment, the Chamber hosts a quarterly breakfast series that offers our President’s Club partners unique access and information of most interest to them. This year we offered a robust President’s Club series:

• In February, we welcomed the Honorable Motohiko Kato, the Consul General of Japan to our President’s Club event. The Bowling Green Area Chamber of Commerce understands the importance of our relationship with Japan, as Japanese companies are an important part of our South Central Kentucky economy. The Chamber has worked closely with the Japanese-American Society to ensure our Japanese businesses and their employees have a seamless and easy transition to South Central Kentucky. In fact, as of 2014, the Chamber now provides an office for the Japanese American Society in the Chamber Headquarters.

Motohiko Kato
• In May, we welcomed Matt Busby of the NCM Motorsports Park to discuss the exciting new motorsports track that opened in 2014. At the same time, we discussed an important new initiative at the Bowling Green Area Chamber of Commerce – a new active and deliberate approach to enhancing and growing the motorsports industry in South Central Kentucky. In late April, the Chamber led a group of business and education leaders to Virginia to explore their motorsports industry and learn about how it was developed. At the May President’s Club event, Chamber CEO Ron Bunch presented a review of the trip and introduced our own initiative to capitalize on the already outstanding motorsports assets we possess here in South Central Kentucky.

• In August, President’s Club partners were treated to a discussion of workforce education in South Central Kentucky. Speakers included Eric Keeling of the Warren Area Technology Center, Dr. Phillip Neal of Southcentral Kentucky Community and Technical College, and Beth Laves of WKU’s Division of Extended Learning and Outreach.

• In December, President’s Club partners enjoyed a special holiday gathering at Olde Stone Country Club where they heard from Dave Adkisson, President of the Kentucky Chamber of Commerce on the outlook for the 2015 Legislative Session.

• Outside of the quarterly series, Presidents Club partners enjoyed a VIP luncheon with Congressman Brett Guthrie and Kentucky Senate President Robert Stivers, as part of the Senator’s statewide tour. Members heard from the Congressman and the Senate President about legislative and political climates in Frankfort and Washington, as well as enjoying one-on-one access to both legislators.
Celebrated unprecedented growth and expansion in our community, coordinating 70 ribbon cuttings and groundbreakings celebrating new business, expanding business, relocation and new ownership.

Held monthly Business After Hours events, including several repeat events that led to multiple events per month in several cases. Business After Hours events are held at partner business locations, providing networking and sponsorship opportunities in an informal setting. Attendance at our Business After Hours events in 2014 ranged from 75 to 250 attendees.

Hosted seven Coffee Hour events in coordination with Chamber partners sponsoring the events. Coffee Hours allow Chamber partners to communicate their programs, activities, and successes to an audience of 200-350 partner representatives, while also providing high quality guest speakers to entertain the early morning crowd. At the September Coffee Hour, the Chamber recognized The Leader In Me investors as they celebrated the full funding of the investment campaign.

In May, the Chamber celebrated Chamber partners at its inaugural Excellence Awards Luncheon at the Knicely Conference Center. Awards given at this event include: the inaugural Administrative Professional Award, the inaugural Innovation Award (for Agriculture), and the Young ATHENA Award. Additionally, luncheon attendees were treated to keynotes from Small Business Person of the Year Mike Coffey of BlueCotton, Inc., and 2014 ATHENA Award winner Michelle Gorman of U.S. Bank. Award sponsors included: Overhead Door Company of Bowling Green, Martin Management Group, Citizens First, Graves-Gilbert Clinic, and WKU Division of Extended Learning and Outreach.

Supported our Chamber partners through the Chamber Ambassador program. The Chamber Ambassadors contributed nearly 4,000 volunteer hours at events throughout Bowling Green and Warren County to support our Chamber partners. The Ambassadors Club is a group of 30 Chamber volunteers whose mission is to enhance partner participation in Chamber activities and to serve as a liaison between the general partnership and the staff and Board of Directors. As a part of that mission, the Ambassadors strive to ensure that the needs of the partnership are addressed.
Partnered with President’s Club Diamond Star Partner WKU to once again host **Welcome Back WKU** on campus. This event offers an opportunity for Chamber businesses to market their products and services to more than 3,000 Western students in their first week back on campus. In 2014, We were able to expand the event to over 70 partners thanks to the outstanding response of our partners, selling out the original footprint of the event in the first weeks of July.

**Produced a monthly television show** with Time Warner Communications, interviewing local guests on Chamber and community topics. Additionally, the Chamber continued our monthly appearance on WBKO’s AM Kentucky to promote Chamber events, as well as expanding our reach to appearances on WNKY’s BG Today and to radio with periodic appearances on the Tony Rose Show.

**Produced and distributed publications including:**

- **Bowling Green and South Central Kentucky Magazine**: Distributed **10,000+** copies at publication throughout South Central Kentucky as well as **500+** in relocation packets and with additional marketing materials throughout the year.
- **Chamber Connection Newsletter**: This monthly publication is distributed to over **2,800** Chamber partner representatives.
- Additional publications made available through the Chamber at minimal cost to our partners and the public include: Bowling Green and Warren County Industry Guide, the Bowling Green – Warren County Map, and Relocation Packets.

**Coordinated the 2014 Leadership Bowling Green Program**, with 25 professionals graduating from the class. As their gift to the community, the class chose to build a The Leader in Me themed exercise and walking trail at TC Cherry School.

- Class member Jason Marshall with Leadership Strategies Group was chosen by his/her peers as the recipient of the **2014 Bart Hagerman Leadership Award**.

**Established the Chairman’s Circle**, engaging the past chairmen of the board in President’s Club quarterly meetings and briefing them semi-annually on Chamber priorities and progress.
Named 2014 Chamber of the Year Finalist by the American Chamber of Commerce Executives (ACCE) – We are one of the top 5 Chambers in the country!

Reaccredited as a 5-Star Chamber by the United States Chamber of Commerce

• This distinction is awarded to only 1% of Chambers across the nation!

Received 4 Excellence in Communications Awards from the Kentucky Chamber of Commerce Executives (KCCE)

Received 2 Excellence in Economic Development Awards from the International Economic Development Council (IEDC): One for our work with The Leader In Me initiative and one to celebrate the accomplishments of the TIF District in Downtown Bowling Green.

Bowling Green Area Chamber President and CEO Ron Bunch was named 2014 James J. Coleman Community Professional of the Year by the Kentucky Association for Economic Development
In 2014, the Bowling Green Area Chamber of Commerce announced 10 projects with a total capital investment of $211 million and the creation of more than 650 jobs. Over the next 10 years, these announcements will have a $1.8 billion economic impact, with 900 total new jobs and $359 million in new household spending supported.

Among those announcements, is the location of international joint venture Quiver that will locate in the Kentucky Transpark. Quiver will invest $155 million and create 80 jobs. The economic impact of the Quiver location is expected to top $70 million over the next 10 years. The Quiver announcement represents the largest capital investment by a new company in South Central Kentucky in a decade. The project also represents the largest capital investment in manufacturing in Kentucky in 2014. This marks the second year in a row that South Central Kentucky has had the distinction of having the largest capital investment in manufacturing in the state!

### 2014 ANNOUNCEMENTS CHART: EXPANSION AND ATTRACTION

<table>
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<tr>
<th>Company</th>
<th>County</th>
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<th>Expansion</th>
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#### TOTALS

- **Attraction Total**: $159,225,500, 118 jobs
- **Expansion Total**: $52,024,525, 545 jobs
- **Overall Total**: $211,250,025, 663 jobs

For the second year in a row Bowling Green has had the largest capital investment in manufacturing in Kentucky!
2014 was an exciting year for business expansions, ending the year with visits to 79 targeted industries in South Central Kentucky. During these visits, we work with companies to understand their needs as well as to ensure they understand what opportunities are available to them through our organization.

We finished the year with 6 expansion announcements, totaling $52,024,525 in new investment and 545 new projected jobs. Additionally, we worked with 2 companies this year – ShopHQ and AFNI - to hold local job fairs to support expansion at both of their facilities.

In September, we celebrated Manufacturing Week with an Industry Appreciation Event at the NCM Motorsports Park with Scott, Murphy and Daniel as the event’s High Performance sponsor, our always well attended Business and Industry Appreciation Banquet, and student tours of several manufacturing facilities.

Several outstanding businesses were honored with Expansion Awards at our annual Business and Industry Appreciation Banquet, including Holley Performance Products, Inc., Stoody-Victor Technologies, Sun Products, Logan Aluminum, Inc., Aleris International, and Bluegrass Supply Chain Services. Event award sponsors included Scott, Murphy & Daniel, Tennessee Valley Authority, Denham-Blythe and WKU Center for Research & Development.

ShopHQ, which announced a $25 million expansion in 2014, received the 2014 John B. Holland Business of the Year Award.

In late 2014, the Chamber held the inaugural Plant Managers Roundtable, designed to bring managers of existing plants together to discuss common issues, concerns, and opportunities.
At the Bowling Green Area Chamber of Commerce, we are constantly working to attract new businesses to South Central Kentucky. We had an outstanding 2014 with 4 attraction projects totaling $159,225,500 in capital investment and 118 projected new jobs, and continue to work over 100 active new projects.

In 2014, we attended the AAPEX-SEMA and PRI trade shows that focus on the auto manufacturing and performance racing industries, the MD&M show that focuses on plastics, and the SHOT show that focuses on the firearms industry.

We continue to participate in the Kentucky United program and continue to have regular outreach in our targeted sectors including advanced manufacturing; automotive parts and suppliers; food processing; plastics; transportation, distribution, and logistics; green building; and niche markets including firearms, cellulosic biofuels, cyber-defense, motorsports, and medical devices.

Recruit targeted businesses to South Central Kentucky that will diversify the economy and create high-wage jobs that will increase the economic vitality of the region.

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Early in 2014, the Bowling Green Area Chamber of Commerce hosted a trip to Virginia to examine their motorsports industry and learn how we can best use our existing assets. Attendees on the trip included representatives from the City of Bowling Green, General Motors, the Bowling Green/Warren County Convention and Visitors Bureau, Western Kentucky University, Southcentral Kentucky Community and Technical College, and the NCM Motorsports Park. As a result of lessons learned in Virginia, we have formed a Motorsports Steering Committee to continue to grow the Motorsports Industry in South Central Kentucky.

Activities of the group to this point include a collaborative trip to the PRI and AAPEX-SEMA trade shows to promote our motorsports industry, the development of a website and social media presence to promote our local motorsports resources, and collaborative work with local educational institutions to integrate motorsports into manufacturing and technical curriculums.
KENTUCKY TRANSPARK

Important to our development efforts are our state-of-the-art facilities at the Kentucky Transpark and the South Central Kentucky Industrial Park. To date, the Transpark is home to 7 companies and 3 educational institutions, including the South Central Kentucky Community and Technical College, the Warren County Area Technology Center, and the Green River Educational Cooperative and supports over 1,400 jobs. In 2014, after 8 years in the planning stages, the Connector Road connecting the Transpark and I-65 is now under construction.

In 2014, we celebrated the groundbreaking and ribbon cutting of the 5th Speculative Building at the Kentucky Transpark. The first 4 speculative buildings at the Transpark were occupied within a year of completion, and the 5th building will be no exception. Additionally in 2014, the Bowling Green Area Chamber celebrated the certification of two Build Ready sites at the Transpark (see red highlight above). Bowling Green was the first location in the state to be able to offer site selectors not one but two sites certified as ready to begin construction.
At the Bowling Green Area Chamber of Commerce, we have long known that our assets do not stop at the county line. We have rich resources throughout the South Central Kentucky region and a high quality of life that is ideal for companies looking to relocate or expand.

In 2014, we have had outstanding success with our regional partners. We worked with Edmonson County to attract Nemesis Arms, a specialty arms manufacturer that will bring $600,000 in investment and 10 new jobs to the county. We worked with Metcalfe County on their successful application for a $300,000 grant.

In July, we graduated the first class of Leadership South Central Kentucky, a group of young professionals from around the region. The group was honored at the annual Leadership Foundation Roast. As their class project, the group funded a scholarship for the Chamber Foundation’s Charles M. Moore, Jr. Leadership program.

• Since 2011, the South Central Kentucky Regional Partnership has coordinated over $188,000 to market South Central Kentucky to site selectors and consultants across the country and abroad.

• Through our partnership with Kentucky United, we have made contact with over 425 companies.

• Our ‘Business Grows Here” regional brochure has received national recognition through awards from both the Southern Economic Development Council and the International Economic Development Council.

• In addition to our core marketing partnership, the Bowling Green Area Chamber of Commerce provides extended economic development services to Butler County/City of Morgantown, Edmonson County, and Metcalfe County, providing business expansion and retention services as well as business attraction and property development services.
Partner with mandated organizations to foster a world-class workforce system that develops a trained and skilled workforce that meets the current and future needs of our targeted businesses.

Talent remains a top priority of the Bowling Green Area Chamber of Commerce as we continue to work to make sure our existing and prospective businesses have the talent they need to succeed and grow.

In 2014, we partnered with Warren County and the City of Bowling Green to fund a Workforce Coordinator position. This position works with local targeted businesses to identify job openings and relay that information to placement agencies, as a way to supercharge current workforce efforts. Since April, we have been able to place over 100 individuals in targeted businesses throughout South Central Kentucky, and the work continues!

WORKFORCE INVESTMENT AND OPPORTUNITY ACT OF 2013

2014 has been an active year in the area of talent development. In the summer, the federal government reauthorized and reorganized the Workforce Investment Act of 1998, renaming it the Workforce Investment and Opportunity Act of 2013. The federal legislation refocuses the workforce investment system nationwide to focus more clearly on the needs of the business community and mandates strong metrics to ensure the needs of the business community and the skills of the workforce coincide. We applaud the work of our Congress and look forward to the implementation of the new law in the summer of 2015.

In anticipation of the new law, four counties in South Central Kentucky – Warren, Simpson, Allen, and Logan - have joined forces to create South Central Kentucky Works, Inc., a 501(c)3 corporation dedicated to capitalizing on the opportunities offered in the new legislation and growing and improving the workforce system in South Central Kentucky.
WORK ETHIC SEAL

For the first time ever, the Work Ethic Seal Program was offered in the Warren County Area Technology Center and offered completion of the NCRC exam as part of the curriculum. With these changes, participation in the Work Ethic Seal Program boasted a 300% increase in participation in 2014.

The Work Ethic Seal Program is dedicated to preparing our young people for successful entry into the workforce. The program works with students on soft skills such as interviewing and resume-writing as well as the National Career Readiness Certificate (NCRC). The ultimate goal of our Work Ethic Seal program is to develop a pool of talent that is well-trained and ready to enter the workforce to support the current and future businesses in South Central Kentucky.

The Training Consortium of South Central Kentucky is a regional membership organization that provides a platform for cost-effective, collaborative and industry-driven training. The Training Consortium of SCKY’s training options enhance the local economic development infrastructure and provide opportunities for leadership, soft skill and technical skill development for incumbent workers. Training is offered through competency-driven certificate programs, hands-on workshops and online programs.

In 2014, the Training Consortium of SCKY experienced record-breaking participation with over 280 unduplicated employees from 30 diverse companies enrolled in various training opportunities. The Consortium’s award-winning Supervisor Certificate Program entered its seventh cohort and is expected to celebrate its 132nd graduate in the upcoming year, while the Group Leader Certificate Program is on track to reach nearly 50 graduates through four cohorts.
In September, the Bowling Green Area Chamber of Commerce celebrated the completion of the capital campaign to support the Leader In Me initiative in every public school in the Bowling Green Independent and Warren County schools systems, K-12.

Over 250 investors came together over 3 years to raise $1.45 million for the effort.

A celebration was held at the Coffee Hour sponsored by Chamber partner Cornerstone Information Systems at the Sloan Convention Center in September 2014.
STRATEGIC INITIATIVE #6

INNOVATION AND ENTREPRENEURSHIP

Expand innovation, entrepreneurship and small business prosperity, including those within targeted sectors throughout the region.

In support of small businesses in South Central Kentucky in 2014, we:

• Honored Mike Coffey of BlueCotton, Inc. as the 2014 Small Business Person of the Year. Coffey is the 30th business owner to receive this award.

• Held the Women in Business Breakfast at The Medical Center of Bowling Green, with Warren County Attorney Amy Milliken as guest speaker. President’s Club Diamond Star Partner The Medical Center and Kerrick Bachert PSC Attorneys sponsored the event.

• Led the partnership-wide Chamber Golf Challenge at Indian Hills Country Club with more than 150 players and volunteers participating. Multiple chamber partners were sponsors; Overhead Door Company was the title sponsor.

• Held a series of Business At Its Best seminars for local business people, including titles such as Dealing with the Difficult Employee, Top 10 Mistakes Entrepreneurs Make, and Building a Digital Presence. Citizens First and Overhead Door Company of Bowling Green were event co-sponsors.

• Coordinated an Innovation At Its Best event at Hitcents in cooperation with the WKU Innovation and Commercialization Center for area entrepreneurs and upcoming entrepreneurs to network.