



KENTUCKY
Henderson

Economic Development

ANNUAL REPORT

2022- 2023

MESSAGE FROM OUR CHAIR

I am thankful for the opportunity to serve as the chair of Henderson Economic Development during a special time of alignment and momentum. It is a privilege to work alongside amazing board members who care deeply about our Henderson – leaders who are dedicated to our community.

We are also fortunate to have fantastic and passionate HED staff who are champions for Henderson and committed to economic development throughout this region. They have accomplished impressive results and are to be commended for the strong relationships they have built across the region, state, and nation. Maintaining such an excellent reputation is critical to future success.

We are also extraordinarily proud to call Henderson home. As evidenced by the successful **choosehendersonky.com** marketing campaign, we are sharing our infectious enthusiasm for this wonderful place where people from all walks of life can live, work, learn, and play. Currently, over 1.5 million users are being reached through HED's social media platforms. Our community job board, **hendersonkyjobs.com** continues to support our talent attraction and population growth efforts.

Five strategic components guide our work:

- **Business Retention and Expansion**
- **Workforce Development and Talent**
- **Industry Attraction**
- **Communication/Investor Relations**
- **Community Development**

Together, we have celebrated many successes this past year. Announcements such as the planned distillery, 300 Jagoe Homes, and the Kentucky Product Development Initiative program will continue to positively impact our community for years and decades to come. We have so much for which we can be proud!

Our Investors make it all possible. Without their commitment, we would not have the momentum we are experiencing. The “HED Promise” is to continue to utilize our resources wisely, operate with transparency, and work collaboratively to make a difference.

What a special time to live in Henderson, Kentucky!



- Dr. Jason Warren
Chairman, Henderson Economic Development

COMPONENTS

1

**Workforce
Development &
Talent Attraction**

2

**Business
Retention &
Expansion**

3

**Industry
Attraction &
Recruitment**

4

**Communication
& Investor
Relations**

5

**Community
Development**

5-YEAR STRATEGIC PLAN

In early 2021, Henderson Economic Development (HED) launched a 5-year strategic plan. Fast forward two years later, HED continues partnering with the community to facilitate economic development in Henderson.

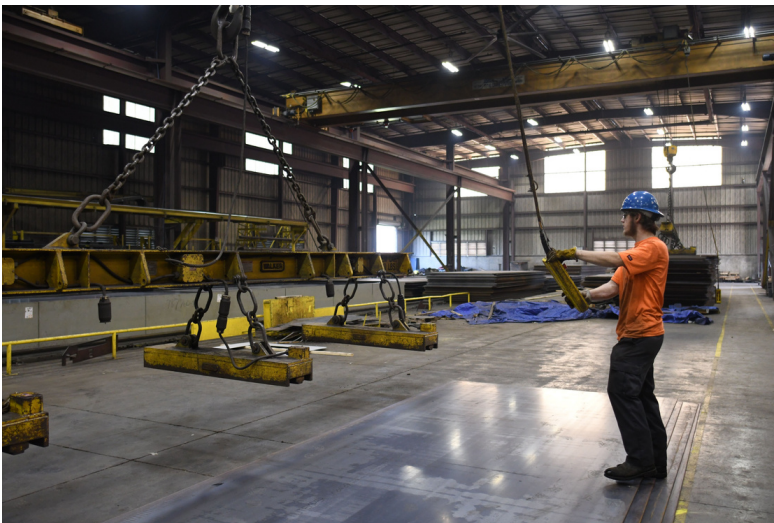
All five components are consistently growing in impact, with a mission to reach development in every part of the community.

CAMPAIGN GOALS:



1

Create 1,000 jobs
(827 created)



2

Conduct 225 existing
industry visits
(88 completed)



3

Facilitate \$200 million
in capital investment
(Over \$600 million invested)

EXISTING BUSINESS RETENTION & EXPANSION

Throughout the 2022-2023 fiscal year, HED conducted Business Retention & Expansion (BRE) visits. Visits are focused on opportunities for growth, workforce development initiatives, and other programs that support their current operations. Most visits result in many follow up meetings and phone calls.



2022-2023

33

**BRE VISITS
CONDUCTED**

WORKFORCE DEVELOPMENT

HED continues working with partners to connect talent with career opportunities and bring awareness to available jobs.

1

Job + Career Fair

Employers are given the opportunity to recruit new talent.

- 135 job seekers attended
- Over 18 employers participated

2

Manufacturing Day

Students are exposed to high wages and lifelong career opportunities following graduation.

- Over 100 high school students toured more than 5 manufacturing facilities in October 2022

3

New Certificates

Henderson Community College (HCC) created two new certificates in response to industry needs.

- Industrial Electrician Level II
- Industrial Network

4

Talent Attraction Campaign

Recruiting new talent to #ChooseHenderson. The campaign duration is October 2022 to August 2023.

- 1.5 million users reached on Facebook
- 300,000 users targeted in an email blast

5

Community Job Board

This is a job board specifically for existing industries and investors to post on.

- Job seekers can filter job details to match their needs and interests

6

Manufacturing Academy

Educators from Henderson County Schools will learn about career opportunities in manufacturing.

- Over 70 educators will tour manufacturing facilities in August 2023

INDUSTRY ATTRACTION & RECRUITMENT

In effort to recruit businesses to the Henderson region, HED continues building a collaborative relationship with community partners, state economic development partners, and professional site selectors. As a result of collaboration this year, HED celebrated another groundbreaking and another grant for product development.



1

Henderson County Mine

Newest underground coal mine in Alliance Coal family

- 260 high-paying jobs with benefits
- \$35-million-dollar operation
- Will locate at the intersection of KY 145 & Sulphur Springs Rd
- Set to be operational by January 2025

2

Kentucky Product Development Initiative (KPDI)

One million-square-foot building pad

- \$1.4-million-dollar planned project approval
- Grading plan for Sandy Lee Watkins site, located in 4-Star Industrial Park, to remove existing slope
- Upon completion, it will be the largest, certified "Build-Ready" pad in Kentucky

PRATT INDUSTRIES UPDATE



Set to be operational
in 2023



COMMUNICATION & INVESTOR RELATIONS

Henderson Economic Development markets to four major groups: job seekers, industry leaders, site selectors and Henderson's community. Below are the efforts HED makes to keep these groups informed and interested.



Economic Development Communication/Marketing

- Connect with media partners
- Monitor talent attraction campaign
- Market HED initiatives
- Design marketing materials





Investor Communication

Henderson Economic Development strives to keep all investors and stakeholders apprised of measured deliverables of our strategic plan.

- Monthly Investor Insider
- Quarterly Investor Council meetings
- Annual Investor Meeting
- One on one Investor Meetings
- Announcement & Groundbreaking Invitations



COMMUNITY DEVELOPMENT

1

Jagoe Homes

New housing development

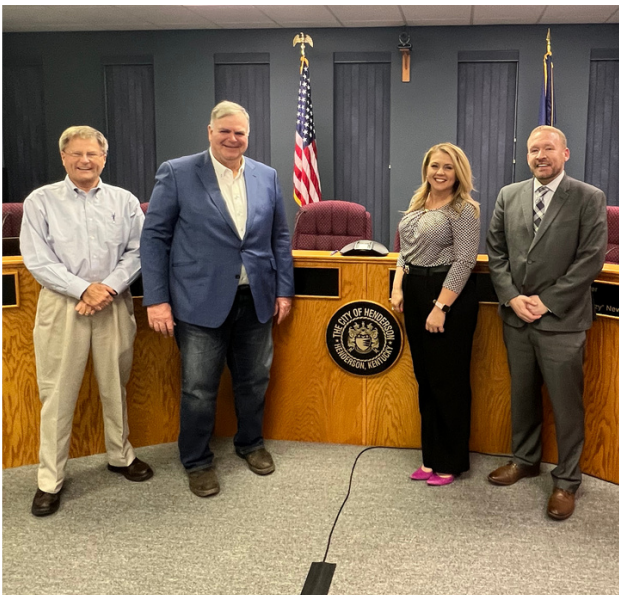
- Up to 300 homes
- \$35-million-dollar investment
- Breaking ground summer of 2023
- 15 houses under roof by Q4 this year

2

Distillery

Full production distillery

- 12 full-time jobs
- \$5-million-dollar investment
- Will locate at current HMP&L campus in downtown Henderson
- Potentially operational by late summer of 2024





BOARD OF DIRECTORS



Dr. Jason Warren
Chair



Bob McIndoo
Chair - Elect



Ben Johnston
Past Chair



Tom Beckert
Treasurer



Judge Brad Schneider



Mayor Brad Staton



Brad Bickett



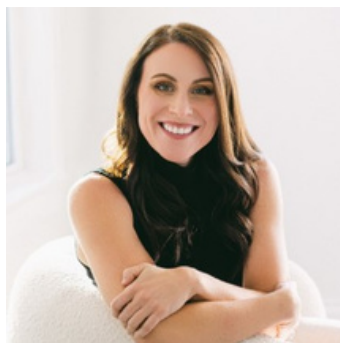
Kate Grealish



Brian Hawkes



Tony Krampe



Lindsay Locasto



Greg Pritchett

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Missy Vanderpool
Executive Director



Whitney Risley
*Director of Existing
Industries & Workforce
Development*



Stephanie Lucas
*Assistant Bookkeeper &
Benefits Coordinator*



Kate McIndoo
*Director of Marketing
& Communication*



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