



BARREN INC.

Barren County Chamber of Commerce

5 YEAR STRATEGIC PLAN

Our Vision is to support business development, champion key issues and drive sustainable economic growth in Barren County.

Our Mission is dedicated to strengthening the Barren County business and industry community through leadership, economic development, connectivity, and business education.

Core Values

Inclusivity

through inclusion, diversity, teamwork, and collaboration we create an inspired, open, and welcoming environment for all

Integrity

We are a trusted and dependable source; we are honest and accountable in all we do

Leadership

We better our community through servant leadership, strong relationships and collectively working towards a common goal

Results

We exceed expectations by providing knowledgeable and thoughtful solutions, engaging our resources, and leading by example that drives results

Barren County Chamber of Commerce Board & Executive Committee

Chair

Scott Kerley, Kerley Construction

Chair-Elect

Matt London, Kentucky Farm Bureau

Vice Chair

Nicole Randall, SCRTC

Second Vice Chair

CheyAnne Fant, Barren County Schools

Secretary/Treasurer

Cathy Doty, Greer's Florist

Immediate Past Chair

Karisa Peterson, German American Bank

Chris Houchens, Gerald Printing

Heather Streible, Replica Screen Printing LLC

April Russell, City of Glasgow

Becky Barrick, Awards, Inc.

Trevor Phillips, Phillips IGA

Chris Franklin, Don Franklin

Rodrigo Diaz, Nemark

Greg Bowan, Commonwealth Broadcasting

Mike Wagner, Green Machanical Construction

Regina Murphy, Glasgow Independent Schools

Robin Owen, South Central Bank

Matt Compton, Bailey-Gibson, Buick GMC

Kim Glass, Glass Holdings

Jim Lee, T.J. Regional Health

Katie Billingsley, Individual

Kole Wilkinson, Wilkinson Property Group

Maureen Carpenter, Barren Inc.

Brian Pack, Law Office of Brian Pack

Barren County Economic Authority Board & Executive Committee

Chair

David Peterson

Vice Chair

Gary Hartell

Treasurer

Ervin Sorrell

Secretary

Carl Dickerson

Mark Bowman

Joe David Houchens

Terry Bunnell

BARBERY COUNTY, KY



The five-year strategic plan for Barren County has five primary goals.

The first goal is to drive industry retention, expansion, and recruitment that leads to new job creation and capital investment. The second goal is to improve community competitiveness by improving knowledge and skills to facilitate a competitive community-wide workforce. The third goal is to cultivate an environment in which business can prosper by representing the values and goals of the chamber to elected officials and building rapport and cooperation among the community. The fourth goal is to build a culture of engagement and communication by creating a common vision for the community that the chamber, economic development, and local government can support and work towards. The fifth goal is to exhibit commitment to the business community through sustainability by increasing economic development revenues to ensure the strategy and objectives of the organization can be met to drive economic growth through job creation and capital investment.

By achieving these goals, Barren County can create a thriving and sustainable business environment that benefits the entire community.

Primary Goal 1

Drive Industry Retention, Expansion And
Recruitment That Leads To New Job Creation And
Capital Investment For Barren County

HAVE A PROACTIVE INDUSTRY RETENTION AND EXPANSION PROGRAM

Identify potential issues and opportunities for growth with existing industries **IMPLEMENT**

Offer information exchange, relationship building, and best practices among local industries understand the current competitive advantages/disadvantage for operating a facility in Barren County **IMPLEMENT**

Understand current competitive advantages/disadvantages of operating a facility in Barren County **IMPLEMENT**

Advocate for existing industry at local, state, and national level to ensure a business-friendly environment to remain competitive **ADVOCATE**

Offer support, technical assistance, and funding resources **IMPLEMENT**

IMPLEMENT AN AGGRESSIVE INDUSTRY RECRUITMENT EFFORT TO BRING NEW TARGETED INDUSTRIES TO BARREN COUNTY

Direct recruitment activities to targeted industries for Barren County **IMPLEMENT**

Understand factors that influence business location decisions **IMPLEMENT**

Promote the competitive advantages of the community **IMPLEMENT**

MEET REQUIREMENTS FOR REAL ESTATE INVESTMENT PROJECTS TO BE FEASIBLE AND EXECUTABLE

Ensure adequate supply of industrial and commercial land is available for development **IMPLEMENT/
FACILITATE**

Ensure adequate infrastructure is priority for expansion areas **FACILITATE**

Understand the suite of traditional and the strategic use of incentives and programs **IMPLEMENT**

Primary Goal 2

Improve Community Competitiveness

IMPROVE KNOWLEDGE AND SKILLS IN ORDER TO FACILITATE A COMPETITIVE COMMUNITY-WIDE WORKFORCE

Through collaborative efforts, dramatically scale business involvement and student participation in career-oriented learning opportunities and work experiences **FACILITATE**

Provide educators with opportunities to seek deeper level understanding of the business and industry careers pathways, job demands and industry trends that exist in Barren County **FACILITATE**

Work with workforce partner organizations to engage the unemployed and under employed population to meet the needs of employers **IMPLEMENT**

Use continuing education and career training to develop new skills, keep professionals up to date on current trends and technologies, and certifications **IMPLEMENT**

Leverage occupational data to actively inform and educate students, parents, and educators on career opportunities that exist in the County's industry clusters and the educational requirements and career pathways needed to access them **IMPLEMENT**

INCREASE THE AVAILABILITY OF HOUSING TO MEET MARKET DEMAND

Encourage new investments in housing through the promotion of the Barren County Housing Analysis that demonstrates the needs for housing **IMPLEMENT**

Advocate for the reduction of barrier that impacts new development while encouraging more aggressive policies to clean up blighted properties **ADVOCATE**

Identify possible incentives to encourage redevelopment of aging housing and properties **FACILITATE**

ELEVATE COMMUNITY ASSETS THROUGH BEAUTIFICATION AND PLACEMAKING TO INCREASE DESIRABILITY OF COMMERCIAL AND RESIDENTIAL REAL ESTATE

Encourage the development of a County-wide beautification plan for projects in areas of high visibility, tourism, and activity **ADVOCATE**

Foster development and land use patterns that stimulate a variety of residential options, reinvestment, and mixed-use environments, creating architectural and vibrant places that support a desirable build environment to live, work and play **ADVOCATE**

Support recreational opportunities and activities in demand and leverage local assets and linkages to create new opportunities **ADVOCATE**

Primary Goal 3

Cultivate An Environment In Which Business Can
Prosper

REPRESENT THE VALUES AND GOALS OF THE CHAMBER TO ELECTED OFFICIALS AND FUTURE CANDIDATES TO ENSURE COMMUNITY FIRST, BUILD RAPPORT AND COOPERATION AMONG THE COMMUNITY

Provide mentorship opportunities through the chamber network of experienced business leaders for start-up and first year businesses **IMPLEMENT**

Act on three core activities: access to capital, building business and workforce, and access to affordable commercial space **ADVOCATE**

Advocate for red tape reduction and streamlined processes for businesses **ADVOCATE**

Primary Goal 4

Build A Culture Of Engagement And
Communication

CREATE A COMMON VISION FOR THE COMMUNITY THAT CHAMBER, ECONOMIC DEVELOPMENT AND LOCAL GOVERNMENT SUPPORT AND WORK TOWARDS

Facilitate conversations with stakeholders to educate and discuss progress and share challenges and opportunities **FACILITATE**

Engage local leaders in professional development and assist in promoting progress to build trust within the community **IMPLEMENT**

Represent the values and goals of the chamber to elected officials and future candidates to ensure community first, build rapport and cooperation among the community **IMPLEMENT**

ADVANCE DIVERSITY, EQUITY AND INCLUSION STRATEGIES ACROSS CHAMBER MEMBERSHIP AND MEMBER ORGANIZATIONS TO HELP BUILD A MORE INCLUSIVE ECONOMY

Develop a Diversity & Inclusion Strategy Tool Kit for businesses interested in building a D&I program within their organization **IMPLEMENT**

Build relationships with community leaders, community-based organizations, and business sectors underrepresented by the chamber **IMPLEMENT**

BUILD A STRONG NETWORK OF CHAMPIONS TO COMMUNICATE A SHARED VISION TO RESULT IN A POSITIVE COMMUNITY

Create a communications plan to be the platform to publicize progress, successes, and positive activity in the community **IMPLEMENT**

Leverage unique assets within the community to work together **IMPLEMENT**

Primary Goal 5

Exhibit Commitment To The Business Community
Through Sustainability

INCREASE ECONOMIC DEVELOPMENT REVENUES TO ENSURE STRATEGY AND OBJECTIVE OF THE ORGANIZATION CAN BE MET TO DRIVE ECONOMIC GROWTH THROUGH JOB CREATION AND CAPITAL INVESTMENT

Increase board involvement in making private sector connections, identifying leads, and making introductions to those that may invest **IMPLEMENT**

Work with local elected officials to ensure government contributions are meeting the needs of the organizations to achieve its mission **IMPLEMENT**

Continue to seek grants, appropriations, and other sources of funding at the federal, state, and local levels **IMPLEMENT**

Drive member retention to exceed national averages and engage in membership recruitment activities that lead to new members achieving overall growth in membership **IMPLEMENT**

Leverage available balances to begin laddering short-term investments to earn a return on funds. **IMPLEMENT**

Identify capital need and means needed to financially support a new office location for Barren Inc and engage in a capital campaign. **IMPLEMENT**

DEMONSTRATE WORLD-CLASS ORGANIZATION THROUGH PROCESSES AND PROCEDURES THAT MEET OR EXCEED INDUSTRY STANDARDS

Seek industry accreditation **IMPLEMENT**

Exceed national averages for organizations of like size and community **IMPLEMENT**

PROVIDE ACCESS TO VALUABLE RESOURCES, DISCOUNTS, AND RELATIONSHIPS THAT HELP MEMBERS SAVE MONEY AND MARKET THEIR PRODUCTS AND SERVICES

Engage business owners with meaningful workshops, data, and events **IMPLEMENT**

Advocate on behalf of small business to local, county and state officials and departments **ADVOCATE**

Offer support for marketing and customer engagement through member benefits and offerings **IMPLEMENT**



CONTACT BARREN INC.

126 E PUBLIC SQUARE, #101
GLASGOW, KY 42141
(270) 651-6314
BARRENINC.COM