

Thank You, Investors

CHAMPION



\$100k + annually

FOUNDER



\$50k - \$99k annually

INNOVATOR



\$20k - \$49k annually

LEADER



\$10k - \$19k annually



ADVISOR



\$5k - \$9,999 annually

COMMUNITY



\$3k - \$4,999 annually

ADDITIONAL INVESTORS

TriStar StoneCrest Medical Center · Jobe, Hastings & Associates
Hamilton Glass Company · Andy Womack, State Farm

<\$3K annually

DESTINATION RUTHERFORD 5.0

INVESTING IN OUR PROSPERITY



A FIVE-YEAR STRATEGIC INITIATIVE OF THE RUTHERFORD COUNTY CHAMBER TO ADVANCE JOB OPPORTUNITIES FOR A SKILLED, EDUCATED AND INNOVATIVE WORKFORCE



Executive Summary

THE NEED FOR THE INITIATIVE:

Since its founding in 2002, **Destination Rutherford** and forward-thinking elected officials and business leaders of the Rutherford County Chamber have helped **create** and lead economic development initiatives that **advance** the job opportunities for a skilled, educated, and innovative workforce in hopes that all citizens have the opportunity to **prosper**. Over the past five years alone, the Initiative has attracted more than \$2 billion in capital investment and helped create, grow, and retain more than 7,400 primary jobs for the county.

But even with such prosperity and our region's reputation as one of the fastest-growing areas of the country, we face well-known, persisting macro challenges that stand in the way of our local businesses and families:

- **Employers struggle to find talent**, while competition for attracting and maintaining a talented workforce grows
- **Inadequate infrastructure supportive of the business investment** – from Class A office space and large industrial sites to roads and transit; from diversity and affordability of housing at all income levels to the need for more vibrant and revitalized downtowns
- **Increasing regional, national, and global competition** from well-funded peer communities for businesses and jobs

THE PLAN TO ADDRESS THESE CHALLENGES:

To tackle these challenges, we sought feedback and recommended solutions from local, regional, and national experts and our public sector economic and workforce development partners to create **Destination Rutherford 5.0**. This new five-year Initiative focuses on three primary goals, each supported by new and expanded strategies that will strengthen Rutherford County's value proposition and drive positive economic growth:

Goal
1

Attract, Develop and Align Talent (**Talent**)

- 1.1 Attract and retain talent
- 1.2 Grow talent pipeline
- 1.3 Support employers in recruiting and retaining talent

Goal
2

Strengthen Job-Creating Infrastructure and Quality of Place (**Infrastructure**)

- 2.1 Develop "product" (land and buildings)
- 2.2 Catalyze transportation and income-aligned housing solutions
- 2.3 Support downtowns and county-wide redevelopment

Goal
3

Grow High-Quality Jobs and Investment (**Jobs**)

- 3.1 Refresh County's brand as a leading place for business attraction/retention
- 3.2 Strengthen Business Retention and Expansion (BRE) program
- 3.3 Build a strong entrepreneurial ecosystem

STRATEGIC OUTCOMES AND ECONOMIC IMPACT:

Nationally known economic development and labor analysis firm Younger and Associates conducted an economic impact analysis on Destination Rutherford 5.0 and concluded that it will **result in \$1.5 billion in total annual economic impact on Rutherford County**, including:

- 2,735 New Direct High-Wage Jobs (125% of the current average wage)
- 5,299 Total New Jobs
- \$415 million in new annual wages
- \$323.8 million in new annual personal consumer expenditures
- \$123.7 million in new annual personal bank deposits
- \$10.6 million in new annual tax revenue

Additional outcomes include:



TALENT – Employers can find the talent they want and need – Talent development programs are aligned with the needs of current and future area employers.



INFRASTRUCTURE – A more vibrant quality of place – Rutherford County has office space capacity, transportation, infrastructure, housing and a vibrant quality of place that attracts and retains its target industries, high-quality jobs and talent.



JOBs – Quality job growth leading to economic prosperity for all – New high-quality jobs are created and retained in our target industries along with an emerging entrepreneurial ecosystem.

CAMPAIGN, BUDGET AND INVESTOR ENGAGEMENT OPPORTUNITIES:

With an annual budget of \$1 million, our goal is to raise \$5.0 million to fully implement the Destination Rutherford 5.0 initiative during the next five years. The campaign completed its first phase in June (building the campaign foundation) and Phase 2 began in late June (leader recruitment and lead pledge/insider asks). This will be followed by Phase 3 which begins on October 20, 2022, with the public campaign launch. The campaign is expected to conclude in early 2023.

- Five-year pledge levels, \$3,000 to \$100,000+ (annually), include tiered benefits such as:
 - o Leadership and engagement opportunities with leading CEOs and community decision-makers
 - o Investor-only networking and marketing opportunities
 - o Exclusive access to the latest economic development news, wins and trends
 - o Special invitations to economic development announcements and events

For more information on how to become an investor and supporter of the Destination Rutherford 5.0 initiative, please contact Steve Stevens at 859.393.7014 or [sstevens@gopower10.com](mailto:ssstevens@gopower10.com)



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