



\$312,970,026

## ● 7,681 Workers

- Live outside the county and commute into Kosciusko for work
- Indiana Department of Workforce Development 2007

## ● \$40,746

- Average wage per job in the county
- Indiana Bureau of Economic Analysis

## ● Potential “income” for Kosciusko County

- Potential leaders
- Potential volunteers
- \$312,970,026 of additional money that stays in the county

# WORK HERE, LIVE HERE

Lloyd Adams  
Pete Bushnell  
Josh Gordon  
Matt Hunter  
Scott Smith

# Mission Statement

Plan to market the quality of life in Kosciusko County to retain current and attract future employees to reside in the county

# What do we have to offer?

- Orthopedic capital of the world
- High quality of life
  - Parks, lakes, world-class arts and entertainment, great restaurants, wonderful golf and secondary education
- Thriving community and economy
- Low crime rate
- Within an hour travel to a large city
- Lower cost of living than a major city

# What are some of the perceived drawbacks?

- “Middle of no-where’s-ville”
- No big shopping mall
- Limited access to broad-band in some areas
- No commercial airlines in and out of the county
- No day care ‘centers’ in Warsaw

# Opportunities for Growth

- 7,681 workers commute into the county; potential residents
- Diversification into other industries
- Attract additional orthopedic suppliers into the county
- Labor training
- Ample residential building lots available
- Additional residents will retain more dollars in the community through the economic multiplier
- Residents more likely to give time and money back to the community



# Threats to our Community

- Other communities want what we have – orthopedic industry
- Highly concentrated economic source of income
- Highly specialized labor force

# Proposal

- Entice commuting employees to reside in the county
- Attract new residents to the county
- Improve quality of life for the current residents
- Add more residents to the county

# Work Here, Live Here Virtual Tour

- 15 videos, 1-3 minutes long
- Web based with a page on the Kosciusko Co Convention and Visitor's Bureau site
- Button "Living in Kosciusko County"
- Linked to other local web sites
  - City of Warsaw
  - Chamber of Commerce
  - Kosciusko Development, INC
  - Kosciusko Human Resource Association
  - Kosciusko County's website
- Employers include this link in marketing for new employees

# Video Contents

- Survey of 35 local employers
- Videos consisting of each location/s
- Local parks
  - Warsaw Parks; Wild life preserves
- Shopping
  - Downtown Warsaw, Pierceton, North Webster etc.
  - Winona Lake
- Restaurants
  - Locally owned restaurants
  - Chain restaurants
- Residential subdivisions

# Video Contents *cont.*

- Churches
- Arts and entertainment
  - Wagon Wheel Theater
  - Local artists
  - Symphony of the Lakes
  - Musical concerts in the parks
- School districts
- Golf courses
- Lake living

# Video Contents *cont.*

- Secondary Education
  - Grace College, Ivy Tech, IPFW
- Community Services
  - Hospital
  - Human Services
  - Community Foundations
- Necessities
  - Utilities
  - Cell Phone Info
  - Realtors
  - Banks

# What are the Costs?

- Cost of the videos
  - Cost is per video; and increases with the number of locations
  - Proposal from Vision It Now, Inc - \$2,500.00
- Who is going to maintain the website and videos?
  - CVB would like to run the maintenance of the site through their office
- Cost of the maintenance
  - Incremental ongoing cost absorbed through the CVB
- Updating videos between 1 to 3 years

# Future of the Virtual Tour

- Create revenue by selling advertising
  - Banners on new page
  - Expanding the target market, attracting new advertisers
  - Sell the video space to businesses
- Create more interest in bus and van tours with CVB
- Bring more residents to the county



# Conclusion

- How do we ensure our future as a community will remain strong?
- We bring more people in to live here!
- How do we bring people to live here?
- We have to market ourselves as a county
- How do we market ourselves?
- Live Here, Work Here Virtual Tours

**Questions?**