Work Here, Live Here

Lloyd Adams

Pete Bushnell

Josh Gordon

Matt Hunter

Scott Smith

Rugh Str Tayler Straight

1171 - 23-10-

12010 70 4

Executive Summary

The goal of this project is to create a plan to market the quality of life in Kosciusko County in order to retain current and attract future employees to reside in Kosciusko County. Our County offers much to prospective community members. A great deal of work has been completed focusing on bringing visitors to this community and not necessarily looking at quality of life for prospective residents. During the course of our work we have identified perceived drawbacks to living in this area, such as location in the state and the lack of big city amenities. We have also identified opportunities for growth. Statistics from 2007 indicate 7,681 residents of other counties commuted into our county to work (Indiana Department of Workforce Development, <www.in.gov/dwd/>). If 10% of those commuting decided to reside in our county, at an average annual wage per job of \$40,746 (Indiana Bureau of Economic Analysis, <www.bea.gov>), that would keep \$31.3 million circulating within our community. Lastly we have identified current and future threats to our community. We have what other communities want, our orthopedic industry. We must build the assets of our community to bring in highly specialized labor in order to adjust to future industrial changes. Finally, we proposed, and succeeded, in calling upon the City of Warsaw and the Kosciusko County Convention and Visitors Bureau to partner together to dedicate website space to the Work Here, Live Here project. This site will contain 15, 3-5 minute web based videos detailing community churches, downtown Warsaw, restaurants, arts and entertainment, schools, lake activities and education. This site will also be a link to many other city and county sites for detailed information in an effort create one place for the prospective resident to go for a portrayal of what it is like to live in Kosciusko County. Ultimately, we encourage employers to work with the Convention and Visitors Bureau to create other marketing ideas such as a bus tour or a DVD to introduce potential residents to our county.

Work Here, Live Here

One of the hardest parts about deciding whether or not to accept a new job is finding a good community to live in. The decision to reside in a new community gets even tougher when you are trying to make a decision that affects your entire family. When looked at on a map, Kosciusko County appears to be in the middle of nowhere, which would lead people to think there is little quality of life. This alone would turn off many people interested in working for one of the major employers in the county. After researching what Kosciusko County has to offer, that opinion probably wouldn't change much. There are websites with information about Kosciusko County, but none that go into any great amount of detail about moving into the county. Most websites just list visitor information, what shops the county has or what attractions there are, without giving any specific information about things that relate to the quality of life. Other features that Kosciusko County lacks that were discovered while researching this topic include a major airport with commercial airlines, broad-band access, a shopping mall, and a certified non-denominational day care. Unless you are currently a resident or you know someone familiar with the area, you really wouldn't understand all that the county has to offer.

Because jobs are scarce these days it is even more important that people see a certain quality of life in the community when applying for a new job. Why would someone leave a current job with a decent quality of life for a less desirable area? If the quality of life isn't in the community they will continue to look elsewhere for work. People want to find not only a job that makes them happy but a wonderful place to live and play. Kosciusko County has a great quality of life that can easily be overlooked. Being the "orthopedic capital of the world" (<www.warsawcity.net>) gives the county a thriving economy and community to live in. Parks, lakes, world-class arts and entertainment, secondary education opportunities, a low crime rate and extremely low property taxes are just some of the things that give the county a great quality of life. The cost of living is incomparable for all that the county

water was grown and the

The second when a contract of the contract of

The colors are seen and the color of the col

offers. Kosciusko County is home to the headquarters for three of the largest companies in the orthopedic industry, along with the numerous companies that provide the manufacturing needs in orthopedics. In addition to the orthopedic companies, there is a large agricultural business in the area. Our county is home to the "world's largest integrated soybean-based biodiesel plant" (Brownfield, AG News for America, <www.brownfieldnetwork.com>) and the "leading producer of quality duck products in North America" (Terry Tucker, Maple Leaf Farms, <www.mapleleaffarms.com>).

The orthopedic companies want to attract top talent to work for them. One of the largest hurdles employers in Kosciusko County have to overcome is the stigma of being located in a small town. Most of these companies go out of their way to make generous offers to professionals in order to bring candidates to Kosciusko County. Local companies need support to help them sell the benefits of working for their company and the benefits of living in Kosciusko County. This is where our community leaders should step in to show all that Kosciusko County has to offer.

The purpose of this paper is to outline a tool for selling what a unique place Kosciusko County is, not only to work, but also to live. We are proposing a major addition to the Kosciusko County Convention and Visitors Bureau website (www.koscvb.org) through video tours of various sites. This addition would be focused on introducing Kosciusko as a place to live, work and play. As stated earlier, the main websites that give any kind of information about Kosciusko County do so with a different objective. There are links to lists of local shops or attractions that only offer contact info and hours of operation. There is no one site that offers an actual look at some of the major things that make Kosciusko more than a small rural town in northeast Indiana.

The site we are proposing would include actual footage of various places and things that people would be interested in learning about when investigating a new place to live. Links to things such as schools, youth sports programs, churches, parks, businesses, government buildings, and shops. An

strong Rosellato Celency is name to the headquarters for three of the largest homospies in the orthogocial industries along with the numerous companies that provide me manufacturing needs, in arthogocials in addition to the arthogocials companies, there is a large agricultural bisiness. In the arthogocials argued to the companies the results are a large agricultural bisiness. In the arthogocial transferred coybean-based violatess than "world's largest integrated coybean-based violatess than "the property should be companied to the "total companies of small transferred property in an amount of the farm that the transferred companies are a majorited to an appearance of small transferred property."

The unthopeds companies want to array have to work for them. One of the largest our singleyers in Hosciusker County have in avercome is the abigm of being located in a small town that are all their companies or their companies need to make generalist as fees to repressionals in order to bring consistents as described County I and companies need support as feels them sell the behalf of working for their companies or fiving in Kosciusko County. This is where our commonly leaders where the story had are to other than and the show all that haddensky County has to other.

The progress of this paper is a profiles a final time adjug what a migger place Country is not unify to whose our own to line. We are proposing a major addition to the leasonsted Country to an analysis of the major dimension while the place of the proposing provided the place to the place to the place of country and the place to the place to the world earlier of the major thing of the place of information about leasons Country the service and hours of suggesting. These are links to light of the others are attractions that only offer contact informed hours of suggesting. These are links to light of the third shops or attractions that only offer contact informed hours of specialty may then a small make

The time we are gropping would include actual morage of incomplices and things that people , sould be arrive the attention of things and an unity and an arrive that the last things and an unity and an along the time the second without programs about the second the second that the second without the second t

example of one link would be education. In this link, extensive video footage of each school in the county could be accessed along with detailed narration about the schools. The narration would include key statistics that are important to parents looking to move to the county (i.e.; size of classes, experience of teachers, graduation percentage, college attendance of graduating classes, etc).

We have worked with several local groups to get guidance for our project. Mary Kitrell of the Conventions and Visitors Bureau (CVB) has expressed interest in the idea and has confirmed that there is still plenty of space on their website to house all of this information. Mary would also recommend that the maintenance of the website be handled by staff from the CVB. Costs to implement this initiative have been investigated. Vision It Now Inc., has quoted the filming of 15 three minute videos at \$2,250. They would also provide a 3-5minute video of highlights for an additional \$250.00. \$2,500 is a relatively inexpensive cost to invest in the future stability of Kosciusko County.

At a recent Kosciusko Human Resources Association (KHRA) Luncheon, a survey was given to 35 human resources professionals from businesses around the county asking what they thought would best sell Kosciusko County to potential recruits. The top scores included schools, Winona Lake village, Downtown Warsaw, Greenway trails and parks. These are the areas that the county should focus on first. Other areas that could potentially be added to the site would include lake activities, churches, housing sub-divisions, golf courses, hospital, Wagon Wheel theater and local (non-chain) restaurants.

Kosciusko County should work with the larger companies in the county to attract and keep professional employees in the area. According to the Indiana Department of Workforce Development website (<www.hoosierdata.in.gov>), over 13% of the employees that work in Kosciusko County commute into our county. This means that there are potential dollars that the county is losing due to the amount of commuters. This money could be used to sustain and improve the quality of life in our county. Could these people have been persuaded to reside in Kosciusko County had they known a little

expense of one link equilibries and the tree of a standard bridge for any training of each school in the court of the same standard include court of the same standard of the sam

We have worker worker sowers local groups to get gordancy for project. Many larged of the Conventions and Visions stored Union conserved america in the rise and has confirmed that the soft parity of specimes the website symbols all or this information (Many would also recommend that our manners of the visions for modified by 500th from one CMS. Locks to spourment use, mithative can be recommend by many for the faming of the symbols of \$2,250.

They would also provide a 3-failure vision or has quarted the faming of the School south or selectively they would also provide a 3-failure vision or has been according to a selectively.

At a recommendation of the contract of the second of the s

Equipment of the second work with the larger surrounded in the county to attract and heap professional entire on the second county to the indiana Department of Workforce Development website provide noncereastal ingress cover 13% of the employees that work in Postinsky Sounty comments in an entire the postential delians that the county is bring due to control of the mainty of the in our case are postential delians that the country of the in our case that the country of the mainty of the in our case of the mainty of the transfer of the order or control or country or the transfer of the transfer or order or control or control or case or case

more about the county before choosing where to reside? The opportunity to increase the residential and working population in Kosciusko County is definitely available and is something that should be actively pursued by government officials and businesses of Kosciusko County.

The authors of this paper feel that if the county works hard to market themselves as a location with a desirable quality of life, then businesses outside of the orthopedic industry would look to the area as either a large manufacturing site or even as a potential spot for a headquarters for their business. This is the type of thinking that the county needs to have in order to ensure that a proper amount of diversification of employment can be found in the county. With limited industry in the county and a very specialized work force, Kosciusko is in an extremely risky spot when it comes to long term stability.

The virtual tour that is being suggested should just be the start of this initiative. There are ample opportunities for expanding this marketing plan. Employers could work through the CVB in order to develop a bus tour of the county, giving new hires an opportunity to see everything that the county has to offer. The videos could be put on a DVD that employers could send out to potential recruits to show them that Kosciusko County is much more that a small rural town between Ft. Wayne and South Bend. The site could be expanded to include areas for advertising which would in turn help pay for the upkeep of the site going forward.

How the marketing plan is moved forward isn't important at this time. Implementing such an initiative is what matters right now. Although the current economic state hasn't affected the orthopedic industry as heavily as some other industries in the area (RV, automotive, boating, etc.) there may come a time when the need for traditional metallic implants becomes obsolete. If this happens, Kosciusko County will find itself in the same situation as many similar towns that were once financially sound with an ability to provide the types of things that would help make a county maintain a high quality of life. Attracting top talent to the area will in turn bring in other employers, which will provide diversification

more about the county before chocaling where to results. The opportunity to increase the residential and working apparation in conclusion County to deficitely available and is apmarting that another be actively pursued by apparation of county.

Vire pathors of this paper feet that if the county wints had to made themselves as location with a desirable quality of its aben businesses outside of the orthogodic industry vidaid look to the area as entire a large manufacturing site or even as a parential spot for a headquarters for that positions is the type at thinking that the county needs to have be create to ensure that a proper amount of diversification of amployment can be found in the rounty. With infited industry in the county-and a very diversification of amployment can be found in the rounty. With infited industry in the county-and a very

The versual year that is being suggested should perform the first of the felticism. There are ample opportunities for experiusing this marketing plant implayed and work through the CVE is order to dervice at the county, going new lines are deportunity to see everything that the county has the office. The suddens half on a CVE that simple county and our to potential regress to show their that the single the first or their a small runk town between St. Wayne and Scoth Beind the training to include areas for gavetising which would in turn help pay for the options of the count to appreciate to include areas for gavetising which would in turn help pay for the options of the county to any areas.

have the materials plan is mayed browned and expending at this time, implementing such an innerties it with restricts dignition. Although the current economic state hasn't affected the orthogody industry as heavily as some office industries in the area' life. The provider and the traditional metallic implants uncorned obsolete. If this happens, koscindus from which that duelt in the same situation as many similar covers that were once financially sound with an ability to provide the provide it times of things that would help make a county omintain a high quality of life.

to the county, resulting in a secure place to live with a sustainable high quality of life no matter what the economic environment.

to the county, resulting in a sacurerotace to live with a justainable high quality of life no marter what the

July 1 to 1 1/2 United to 1 miles and 1 for 1 fo