

Clearly Kosciusko: Kosciusko By Choice

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Introduction

- History of Clearly Kosciusko
 - Brand origin and growth
 - Lilly Center for Lakes & Streams
 - Kosciusko Economic Development Corp., Kosciusko County Convention & Visitors Bureau, and Kosciusko County Chamber of Commerce
 - 2020 Kosciusko Leadership Academy project
 - Transition to Kosciusko County Convention & Visitors Bureau
- Established brand to build upon
 - What is the next step?

Need

- Pandemic impacts on workforce
 - KEDCO's MakeMyMove Initiative
- Opportunities to draw in workers
 - Northeast Indiana Regional Partnership's Road to One Million Plan
- Talent attraction campaign showing opportunities in Kosciusko County
 - Diversity, Quality of Life, Industries, Different communities



Solution

- Clearly Kosciusko by Choice
 - Campaign highlighting transplant stories
 - Why they came
 - Why they chose to stay
- Research
 - OneWarsaw
 - Lilly Center for Lakes & Streams
 - Kosciusko County Chamber of Commerce
 - Kosciusko County Economic Development Corporation
 - Make My Move – Remote workers
 - Hoosier by Choice campaign
 - Blue Note Design, LLC - Aaron Winey

Approach



- Suite of short videos to be distributed via social media outlets
 - Clearly Kosciusko and KCCVB social media channels
 - TikTok, Facebook, Instagram, YouTube, CK website
 - Supporting blog posts on CK website
 - Select participants to represent diverse cultural backgrounds, industries, and county geography
- Produce participant panel discussion episode for Clearly Kosciusko podcast
- Partners include: DreamOn Studios, KCCVB, KEDCO, Kosciusko Chamber of Commerce, and Lilly Center for Lakes & Streams
- Budget info
 - KLA Mini-grant provided starter funds
 - KCCVB providing some funding

Results

- Four of eight videos released to date
 - Statistics as of April 10th—
 - Total reach (all videos): 29,137
 - Social media likes: 603
 - YouTube views: 127
 - Webpage views: 265
- Four more in various stages of production



Results

- Clearly Kosciusko podcast – Participant panel
 - Release date - May 3rd and May 17th
- Media coverage
 - WSBT-22 News, InkFree, Times Union, NewsNow Warsaw

Selected interviewees

- Lakesha Green - Wagon Wheel Theater
- Chris Scheeren - Blue Barn Berry Farm
- Rusty Martinez - Lilly Center for Lakes & Streams
- Benjamin Navarro – Grace College
- Lorena Oplinger – Wildman
- Jenn Olsen – Cardinal Services
- TBD (2)

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Next steps

- Four more videos still to be released
- **County-wide impact:** talent attraction and retention
- **Do-able:** Campaign already started and set to continue
- **Sustainable:** KCCVB is taking ownership of campaign
- Northenor Award grant money used for digital marketing outside Kosciusko
- View videos and blog posts by scanning QR code to visit ClearlyKC.com
- We want to show that the place to live, work, learn, and play is CLEARLY KOSCIUSKO!



Thank you!