

Public Meeting Notes
10-20-11
Berea Baptist Church

Group SWOT Analysis Results

Group One

- A. Strengths that you feel are most important.
1. The college and what it brings-reputation, money, jobs
 2. Location/Quality of Life/ Environment
 3. Crafts Reputation
 4. Low Crime Rate
 5. Tourism
 6. Manufacturing
 7. Skate Park (but keep the lights on later)
- B. Weaknesses that you feel are most important.
1. Lack of College investment locally.
 2. Lack of entertainment; money spent in Richmond and Lexington
 3. Tourism deficit, not clear, lacks coherence
 4. Prohibition- END IT NOW!
 5. Lack of walking and bike paths to connect different areas of Berea
- C. Opportunities that you feel are most important.
1. College investment in local economy.
 2. Build a local crafts/food reputation
 3. More opportunities for bike paths / walk ways
 4. Outdoor Activity/ adventure tourism
 5. Develop a “ Kentucky Proud Restaurant”, Rewards Program “for Berea only”
see Kentucky Proud Restaurant Rewards Program online
- D. Threats that you feel are most important.
1. Loss of human capital because of the lack of fun and places to relax with community friends
 2. Lack of jobs for young people.
 3. Not adjusting to a future with less petroleum- need bike paths.
 4. Loss of unique identity with chain/corporations
 5. Lack of educated city council members making bad decisions to favor themselves and their friends.
 6. Wal-Mart attraction

Group Two

- A. Strengths that you feel are most important.
1. Education
 2. Location
 3. Local Businesses
 4. Quality of Life
 5. Civic culture

- B. Weaknesses that you feel are most important.
 - 1. Division- community conflict
 - 2. Planning and green infrastructure
 - 3. Workforce shortcomings
 - 4. No Fun (No alcohol is a big weakness)-youth out migration
 - 5. Tourism Deficits
- C. Opportunities that you feel are most important.
 - 1. Entrepreneurship Innovations
 - 2. Diversify Manufacturing base
 - 3. Green Infrastructure
 - 4. Alcohol
 - 5. Partners
- D. Threats that you feel are most important.
 - 1. Globalization
 - 2. Unplanned Growth
 - 3. Over-focus on corporate attraction
 - 4. Divisions
 - 5. Infrastructure- water and energy

Group Three

- A. Strengths that you feel are most important.
 - 1. Small Town Feel
 - 2. Plenty of outdoor activities/ possibilities
 - 3. Crafts base as starting point
 - 4. Walkable town- just expand to country
 - 5. Tons of potential to expand on
- B. Weaknesses that you feel are most important.
 - 1. Lack of Entrepreneurial Support
 - 2. Lack of support for the buy local movement.
 - 3. Old Town not enough character
 - 4. Chestnut Street a ghost town.
 - 5. No alcohol
 - 6. Not Walkable/ Bikable
- C. Opportunities that you feel are most important.
 - 1. Identifying what is already available
- D. Threats that you feel are most important.
 - 1. Development of Richmond Centre
 - 2. Richmond Being wet and 10 miles away.

Group Four

- A. Strengths that you feel are most important.
 - 1. Local Food population/ Capitalize off of land (abundant capital)
 - 2. Tourism Strategy for feeding local economy (art and food and tourism)
 - 3. Educational resources emphasis on possible cooperation amongst community.
 - 4. Civic Culture/ Quality of life with regard to diversity in public sectors

- B. Weaknesses that you feel are most important.
 - 1. Transportation ex: walkable community
 - 2. Lack of adequate farm land protection
 - 3. Energy efficiency- no public assistance
 - 4. Youth out-migration
 - 5 Tourism Marketing: hiking, walk trails, adventure tourism, bicycling.
- C. Opportunities that you feel are most important.
 - 1. Energy Efficiency working towards housing to lower costs.
 - 2. Invest funds in green/jobs/ education
 - 3. Work specifically with Berea College.
- D. Threats that you feel are most important.
 - 1. Climate Change and oil peak
 - 2. Investment Capital
 - 3. Public Policy
 - 4. Divisions in decisions amongst community

Group Five

- A. Strengths that you feel are most important.
 - 1. Manufacturing
 - 2. Local Businesses
 - 3. Quality of life
 - 4. Infrastructure
 - 5. Location
- B. Weaknesses that you feel are most important.
 - 1. Finance Gap
 - 2. Manufacturing
 - 3. Workforce Short comings.
 - 4. No Fun
 - 5. Empty Store Fronts
- C. Opportunities that you feel are most important.
 - 1. Industrial Park
 - 2. Broader Approach to Tourism
 - 3. Physical Assets
 - 4. Entrepreneurship Innovations
 - 5. Partners
- D. Threats that you feel are most important.
 - 1. Divisions
 - 2. Investment Capital
 - 3. Aging Population
 - 4. Traffic Patterns
 - 5. Over focus on Corporate Attraction

Group Six

- A. Strengths that you feel are most important.
 - 1. Location
 - 2. Manufacturing

3. Infrastructure
 4. Quality of Life
 5. Education
- B. Weaknesses that you feel are most important.
1. 2nd City in the County
 2. Bedroom Community
- C. Opportunities that you feel are most important.
1. Regional Growth
 2. Industrial Park
 3. Broader Approach
 4. Physical
- D. Threats that you feel are most important.
1. Divisions
 2. Aging Populations
 3. Unplanned Growth.

Group Seven

- A. Strengths that you feel are most important.
1. Location
 2. Tourism
 3. Quality of life
 4. Infrastructure
 5. Education
- B. Weaknesses that you feel are most important.
1. Finance gaps
 2. Limited Entrepreneurship
 3. Division between city and college.
 4. No fun
 5. Youth out Migration
- C. Opportunities that you feel are most important..
1. Entrepreneurship Innovations linked to traditional vocational school.
 2. Regional Growth
 3. Arts and Crafts: broader Approach to Tourism
 4. Partners
 5. Aging Artisans used to teach younger generation their skills.
- D. Threats that you feel are most important.
1. Unplanned Growth
 2. Globalization
 3. Divisions
 4. Investment Capital
 4. Over focus on corporate Attraction

Group Eight

- A. Strengths that you feel are most important.
1. Civic Culture
 2. Quality of Life/ Cultural Heritage/ Skate Park

3. Local Business
 4. Notoriety of college, a draw for importing dollars
 5. Public Sector
- B. Weaknesses that you feel are the most important.
1. Does Berea College really want to participate in city, land involvement, investment
 2. No one stop for Entrepreneurship help
 3. Start up Capital Lacking
 4. No Fun (Local Options)
 5. Few education alternatives P-12
- C. Opportunities that you feel are most important
1. Developing tourism assets/ arts, crafts, foods
 2. Entrepreneurship Innovation
 3. Regional Growth
 4. Physical Assets
 5. Arts + Crafts
- D. Threats that you feel are most important.
1. Unplanned Growth
 2. Too much focus on corporate attraction
 3. Divisions within community.
 4. Globalization
 5. Lack of investment capital

Group Nine

- A. Strengths that you feel are most important.
1. Location
 2. Manufacturing
 3. Quality of life
 4. Education
 5. Tourism
- B. Weaknesses that you feel are most important.
1. Limits to Manufacturing
 2. Empty store fronts
 3. No Fun, No movies, Helps with youth out
 4. Tourism Deficits- Places to Hang out
 5. Youth out Migration
- C. Opportunities that you feel are most important.
1. Physical Assets
 2. Industrial Park
 3. Arts and Crafts
 4. Partners
 5. Broader approach to tourism
- D. Weaknesses that you feel are most important.
1. Aging Population
 2. Globalization
 3. Investment Capital
 4. Disasters

5. Divisions

Group Ten

- A. Strengths that you feel are most important.
 - 1. Location (I-75)
 - 2. Financial Strength
 - 3. Quality of Life- outdoor recreation, athletic tournaments
 - 4. Crafts and Education
 - 5. Tourism
 - 6. Berea College
- B. Weaknesses that you feel are most important.
 - 1. Lack of Diversification- No Fun (Except Skating Park)
 - 2. Limited Choices for Jobs, Entertainment, Shopping etc.
 - 3. Tourism Deficits
 - 4. Workforce out migration to higher paying jobs
 - 5. Workforce Shortcomings- Lack of Vocational training
- C. Opportunities that you feel are most important.
 - 1. Capitalize on Central Location.
 - 2. Educate Workforce.
 - 3. Alcohol
 - 4. Broader Approach to Tourism
 - 5. Entrepreneurship Innovations Berea College and ECU Partnerships
- D. Threats that you feel are the most important
 - 1. Investment Capital
 - 2. Infrastructure
 - 3. Divisions
 - 4. Unplanned Growth
 - 5. Poor Public Policies

Group Eleven

- A. Strengths that you feel are most important.
 - 1. Geographic Location
 - 2. Manufacturing
 - 3. education
 - 4. Civic Culture- variety of subsets- city culture, college culture
 - 5. Tourism
- B. Weaknesses that you feel are most important.
 - 1. Investment Capital Gaps
 - 2. Youth out Migration
 - 3. Tourism Deficits
 - 4. Workforce Shortcomings
 - 5. No Fun
- C. Opportunities that you feel are most important.
 - 1. Broader approach to tourism
 - 2. Physical assets

3. Entrepreneurship innovations
 4. Arts/crafts
 5. Partners
- D. Threats that you feel are most important.
1. Divisions
 2. Investment Capital
 3. Divisions
 4. Traffic Patters
 5. Over focus on Corporate attractions

Top Approaches to Economic Development

Here is a list of approaches to economic development that each currently enjoys some critical mass of local support in Berea. Before the next public meeting on **December 8th**, please take some time to review these and develop specific strategies for each that you feel would help further economic development in Berea.

- (1) *Corporate Attraction* – Attract or retain big, nonlocal businesses, particularly for the industrial park.
- (2) *Resident Attraction* – Attract or retain residents—and boost retail traffic—by for example creating (through United Church Homes) a retirement community in Berea to augment existing skilled-nursing and long-term care facilities
- (3) *Town-Gown Partnerships* -- Integrate Berea College more thoroughly into the city's economic growth strategies (through more local investment, for example).
- (4) *Local First* -- Promote “think local first” campaigns and expand existing efforts around buy-local and local currencies. Expand the local food system through more farming, farmers markets, and vineyards.
- (5) *Home-Based Businesses* -- Formalize and empower the vast network of home-based businesses in the community.
- (6) *Entrepreneurship Programs* – Support existing and new entrepreneurs through training, capital, and mentorship programs.
- (7) *Downtown Development* – Develop specific commercial strips to augment retail traffic and public spaces.