

## **FRANKFORT, KY – IT GROWS ON YOU!**

As promised, here are the businesses and topics we will feature over the next year in our **FRANKFORT, KY – IT GROWS ON YOU** Initiative. I hope you will find a way to tell us and others what it is about your business that makes this community better. Or you may want to tell a story about a successful business person in our community; an experience you had at one of our businesses, existing barriers you have experienced to business and how that barrier can be remedied.

You can discuss how diversity in businesses protects communities from economic downturns; the negative mental and physical effects of not having a job; the effect of business and community growth on local schools; the effects high unemployment has on local crime; the effect of industry on the GDP and the effect of GDP on the local economy; or the relationship between jobs, improved standard of living, education, literacy levels and life expectancy.

You can explain that when the economy is healthy and businesses are expanding, banks are healthy, investors are confident, investments are profitable, and interest rates remain low; or the importance of being sure our existing business and industry remain healthy. You can clarify how more business and industry translates to increased tax revenue for community projects, better infrastructure and improved quality of life.

This list is endless and each of you has a special story to tell. Please tell us. And if you need help, reach out to us. We are happy to help you.

Here is our **schedule for the next 12 months and some topics you may want to discuss** during those months. If you choose to address general pro-business/pro-growth topics from above, you can submit those anytime.

**October 2020 – Industry Appreciation Month** – Please submit articles that feature local industry and what they provide the Frankfort/Franklin County community and the world; industry leaders in our community; industry employees that stand out; the variety of family-sustaining careers that are available within local industry; numbers employed; wages and tax revenue provided to the community; global outreach; the diversity our industry bring to Frankfort,... We will feature a daily Industry Fun Fact during this month.

**November 2020 –Downtown Businesses, November to Remember Events**– Please submit articles about events planned for the holidays, what special things downtown businesses provide the community, what downtown developers and developments bring to the community; your future plans for downtown development, articles about business owners downtown...

**December 2020– Commercial and Residential Real Estate Development** - Article topics might include the predicted shift of population growth to rural communities and how the lack of housing in Franklin County will keep us from benefiting from that shift; what the lack of housing costs our community; the predicted restructuring of industry and how the lack of available property will negatively affect our community; the many construction jobs generated within a community during local development projects; the amount of empty commercial space in Frankfort; any development that you (or someone)

are doing; barriers to development; comparison of ours vs neighboring communities new housing over the past 20 years; the housing markets link to consumer spending...

**January 2021 – Technology Industry.** Please submit articles that feature local technology companies and what they provide the Frankfort/Franklin County community and the world; tech leaders in our community; technology employees that stand out; I would love to have submissions from local teachers discussing the constant changes in technology and how they address that in the classroom; increased demand in technology due to pandemic; stories about anyone who has taken a recent technology class and gotten a job; the career path of a local IT professional...why/when you made the decision to do what you do; Artificial Intelligence and how it will affect our community/world...

**February 2021 –Minority and Veteran Owned Businesses.** This month will feature speakers and articles about/from black businesses and black business owners, Hispanic businesses and owners; veterans and their businesses; stories of our minority community's history of entrepreneurship; any programs KSU has to promote minority entrepreneurship; special loans or other funding to promote minority owned businesses; SBDC loans for minority business development; importance of immigration to businesses and the local economy...

**March 2021 –Small Business Month** – We will feature information about small businesses and small business owners; special funding opportunities for small businesses, information around the celebration of Small Business Development Day...

**April 2021 – Women and Family Owned Businesses** – We will feature information about/from women or family business owners and their businesses in our community; business women in our community; EmpowHER; resources, special funds/grants/loans for women owned businesses...

**May 2021 –Tourism Related Businesses and Events.** This month we will focus on the beginning of summer tourist season, who is open and when, what are the guidelines for visiting, etc...; special employees within our tourism businesses; what events are taking place over the summer and guidelines...

**June 2021 – Environmental/Agricultural Businesses** – This month should focus not only ag-related businesses or businesses people, but on businesses within the community that are environmentally friendly and practice sustainability.

**July 2021** – This is National Culinary Arts Month so we will feature articles on local **food, drink and entertainment establishments**, their owners and workers...or even their patrons. These can include caterers and food trucks...

**August 2021** – In honor of **National Inventors Month** we will feature articles from/about local entrepreneurs and their businesses; any KSU entrepreneurship programs; SBDC entrepreneurship programs, governors School for Entrepreneurs experiences; KY National Federation of Independent Businesses articles...

**September 2021 – Bourbon-related Businesses** – September is National Bourbon month, so we will feature information about bourbon-related businesses and business owners; information about the celebrations and events planned for that month...

