

A Window of Opportunity: Your Chamber and Community in 2011



The Chamber's Mission and Vision



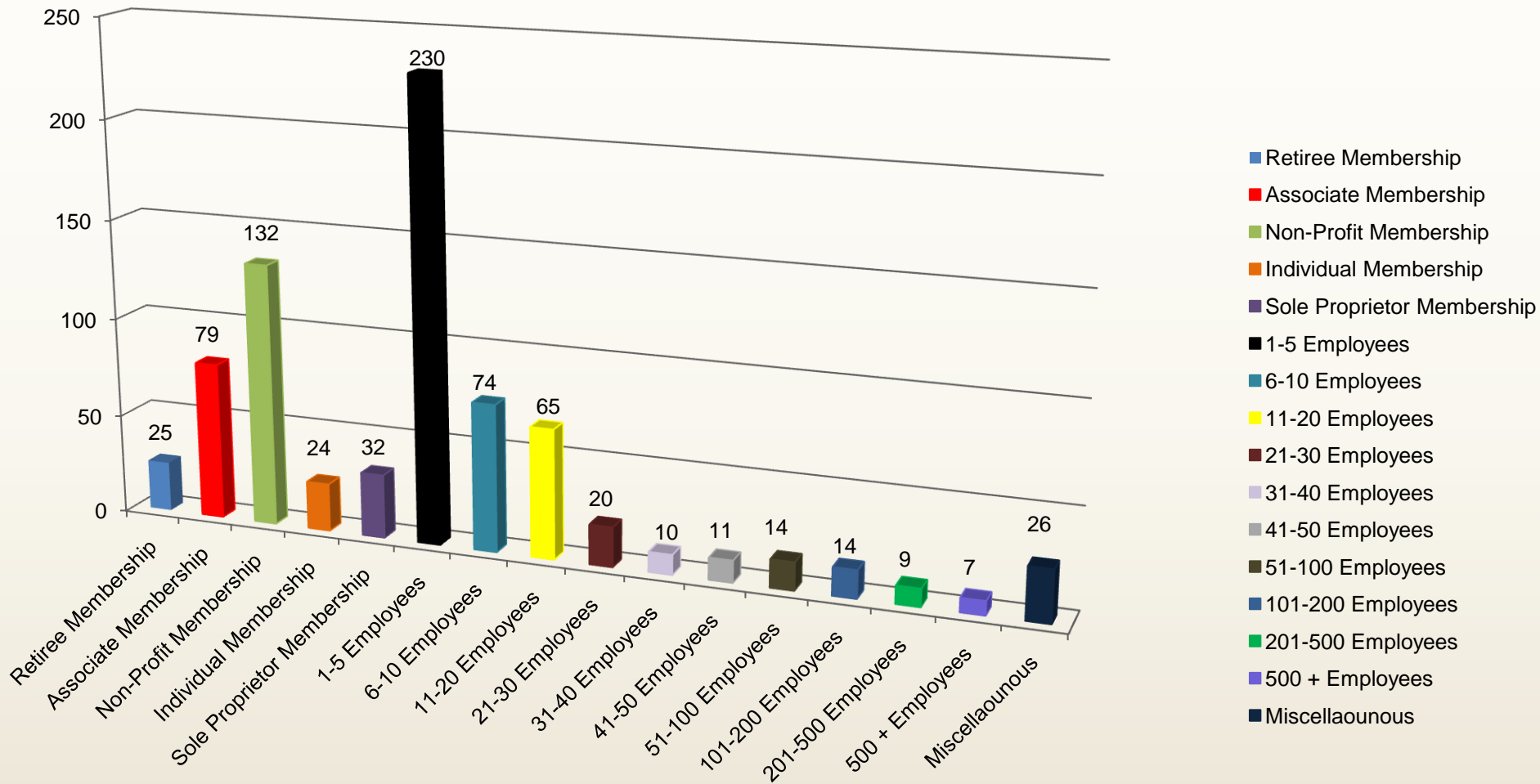
Mission: The Hopkinsville-Christian County Chamber of Commerce is a not-for-profit membership organization of diverse economic interests unified to provide **service** to its members and **vigorous leadership** which causes the community to **work together** to create an atmosphere where all people will benefit from a **prosperous economy**.



Vision: To **grow our Chamber's membership** while strengthening our Chamber's ability **to influence positive change** and **economic development** in the community, region, and state.

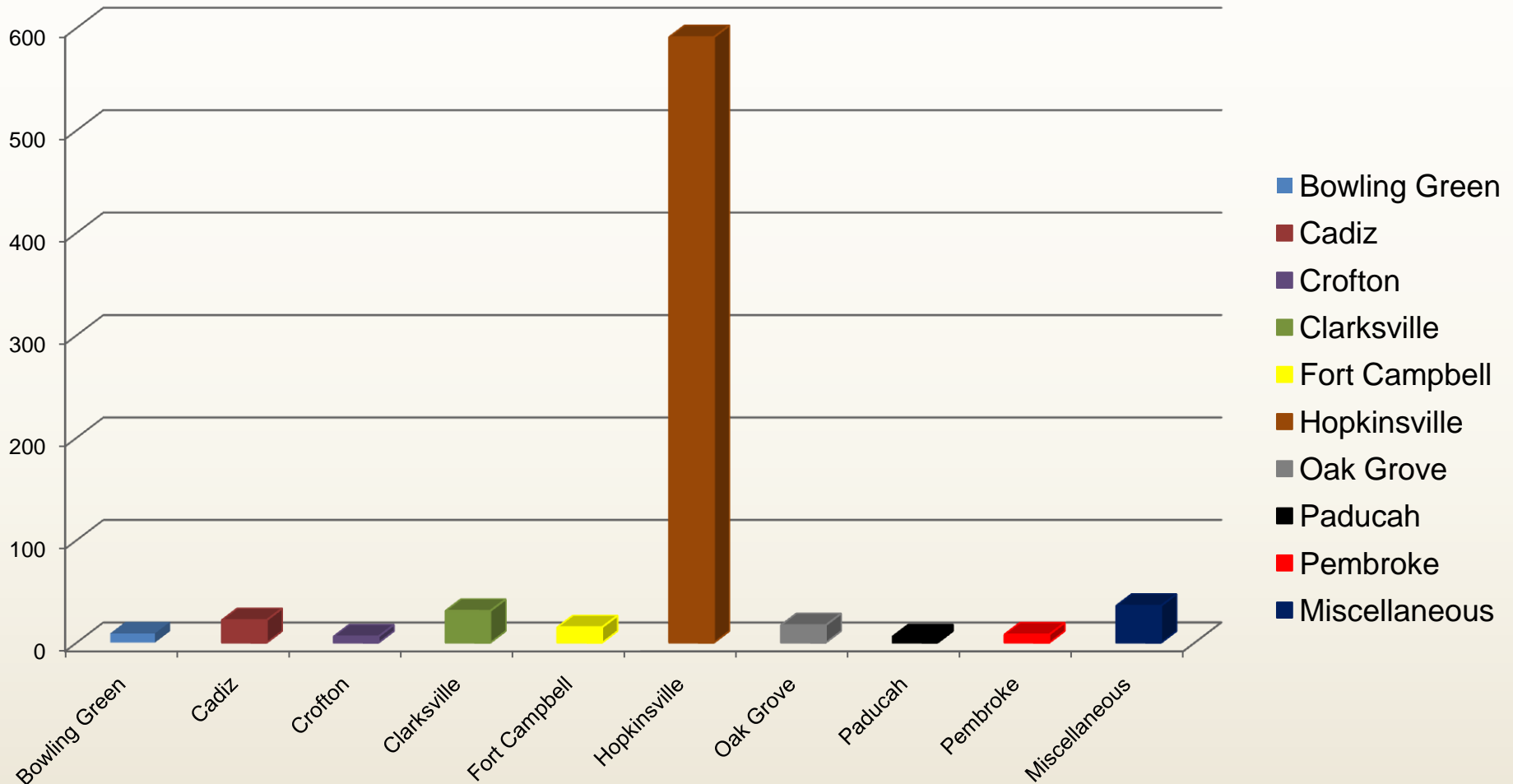
Who is the Chamber?

Membership Structure by Category



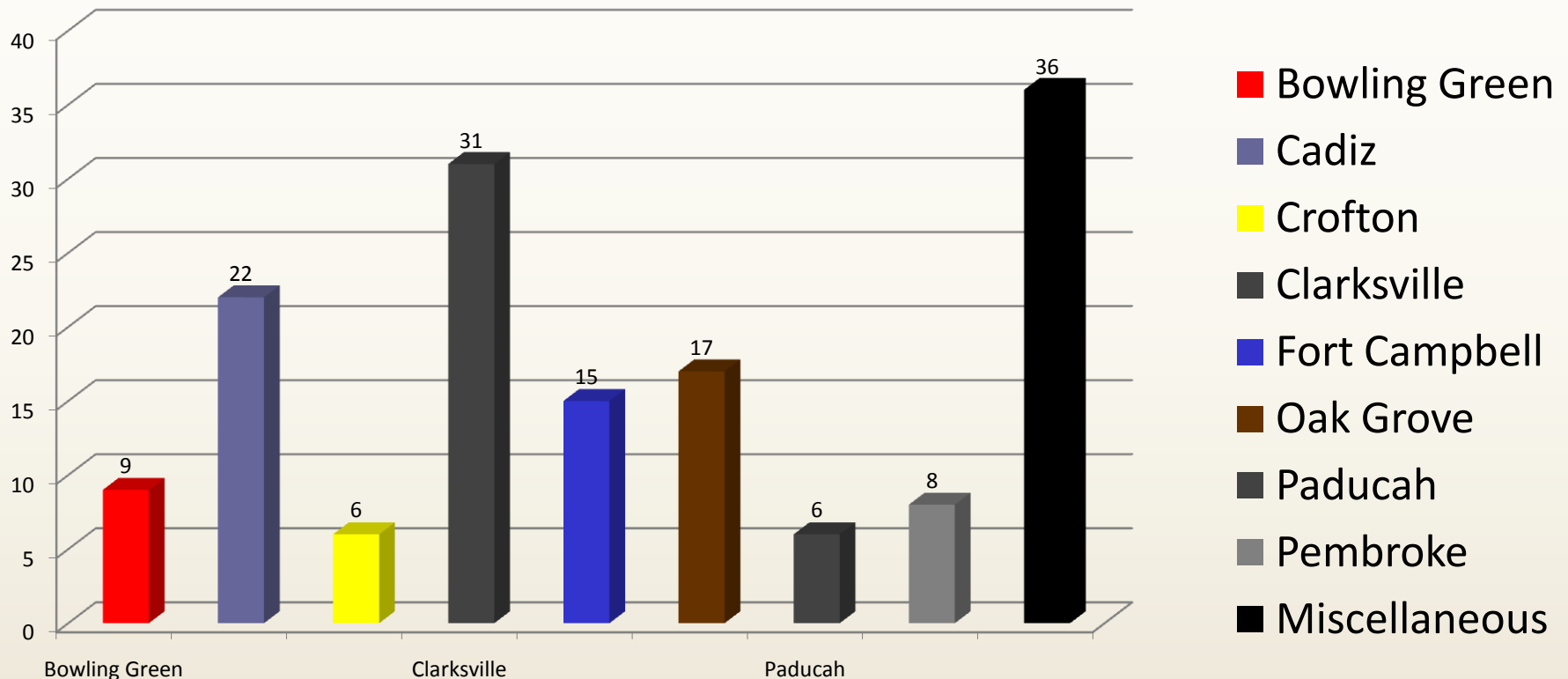
Who is the Chamber?

Membership Structure by City



Who is the Chamber?

Membership Structure by City (non-Hopkinsville)



Why is 2011 an important year?

- A resurgent national economy
- A growing regional and local economy
- A return of more than 16,000 soldiers
- An improving school system
- A commitment to vision and TEAM

The Improving National Picture

- **Unemployment** fell to **9.4%** in December, a **decline of .5%** for the year and the **lowest rate** since May 2009.
- Our country added more than **300,000 jobs** in December 2010.
- **Consumer confidence** stabilized and began to increase.
- **Stock market** is at a 2-year high.
- Annual **retail and food service sales** increased **6.6%** in 2010.



The Dow Jones Industrial Average stockmarket index pushed above 12,000 on January 26th for the first time since June 2008

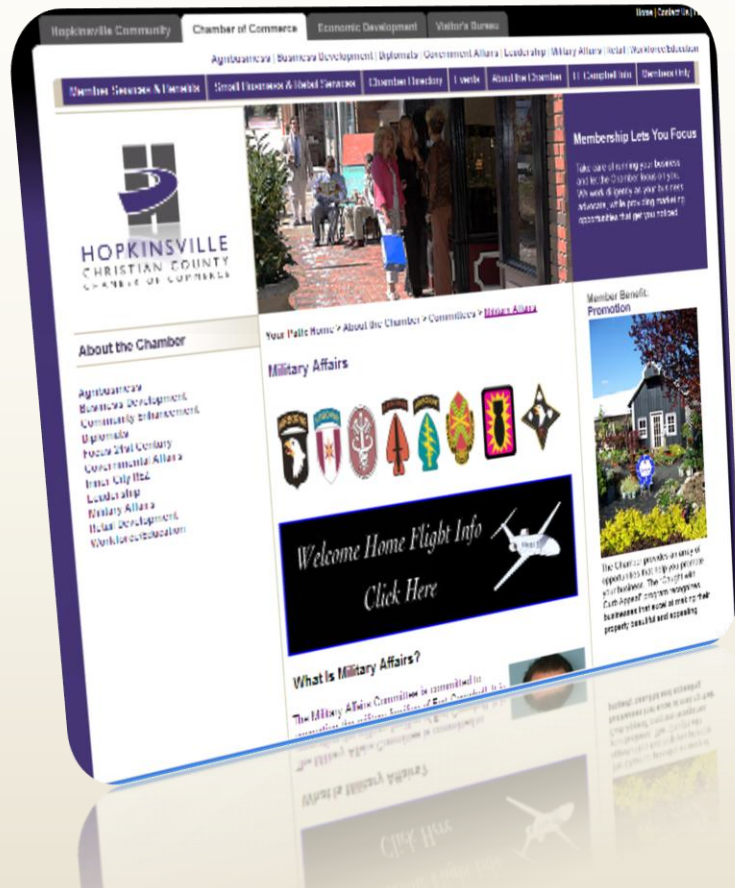
Our Strong Regional Economy

- Expansions in Industrial Parks: Martinrea, MSSC, Continental Mills, and several others.
- Several recent business start-ups: Buffalo Wings & Rings, D's Delights, CitiTrends, and Bolin's Rental Purchase to name a few.
- Unemployment is **10.4%**, down from 13.0% last January.
- Per Capita Money Income has **increased 19%** from the 2000 Census.
- City of Hopkinsville payroll tax collection has been **higher than budgeted**.
- Christian County boasts a Retail Marketplac **surplus** of **\$204,557,111**.



Welcome Home Soldiers!

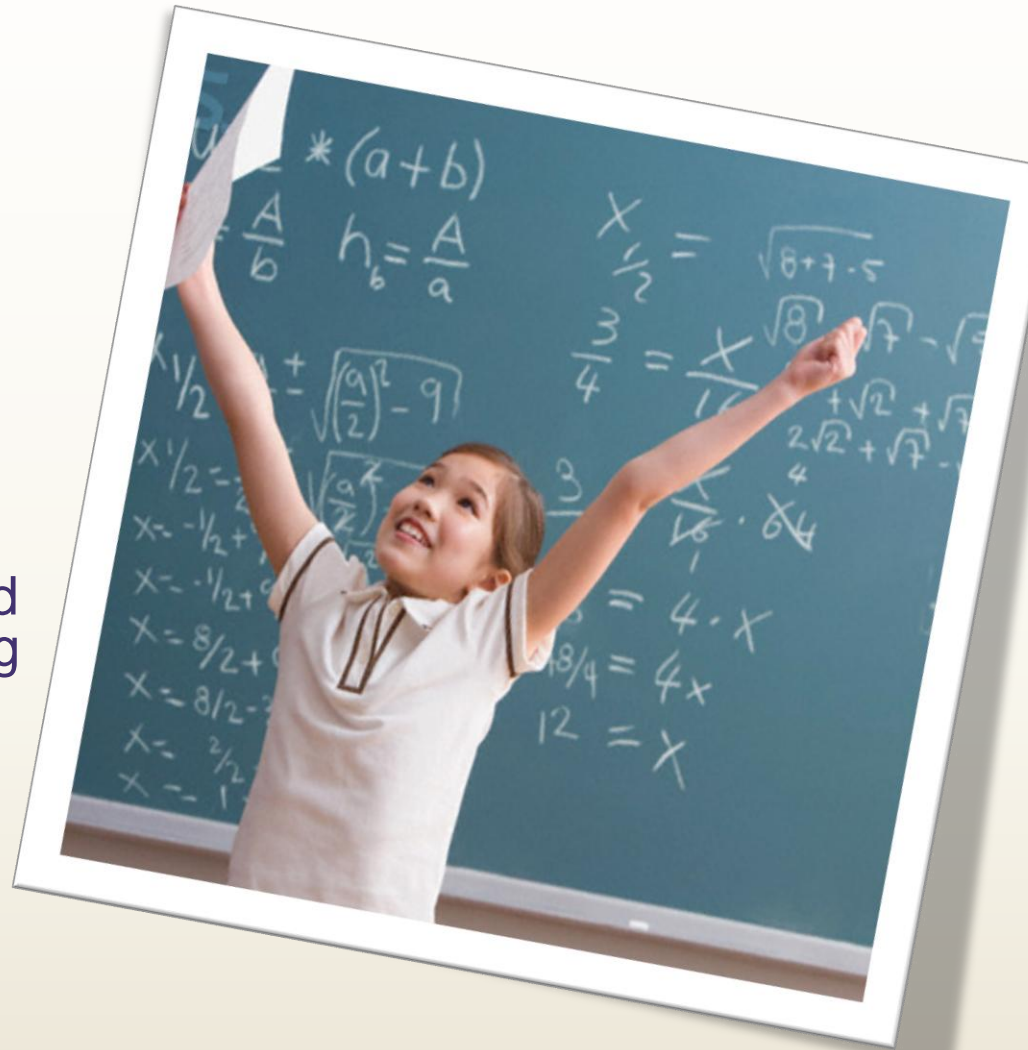
- Over 16,000 soldiers will return between January-September of 2011. Rotations begin with 3rd BCT, then 101CAB, 2nd BCT, 1st BCT, HQ, and 4th BCT.



- Visit www.hopkinsvillechamber.com for all welcome home information including a flight schedule! (click on Military Affairs)
- Change signage/put out banners/welcome home our soldiers!

An Improving Picture for CCPS

- Increased from 4 to 9 schools above state average in KCCT exam.
- 14 of 15 schools have improved significantly as compared to the state KCCT average.
- More students are taking AP and passing the test, thereby earning college credit.
- Average ACT scores have improved by more than a full point since the state required all juniors take the test.



Increase from 4 to 9 schools scoring above the state average on KCCT exams

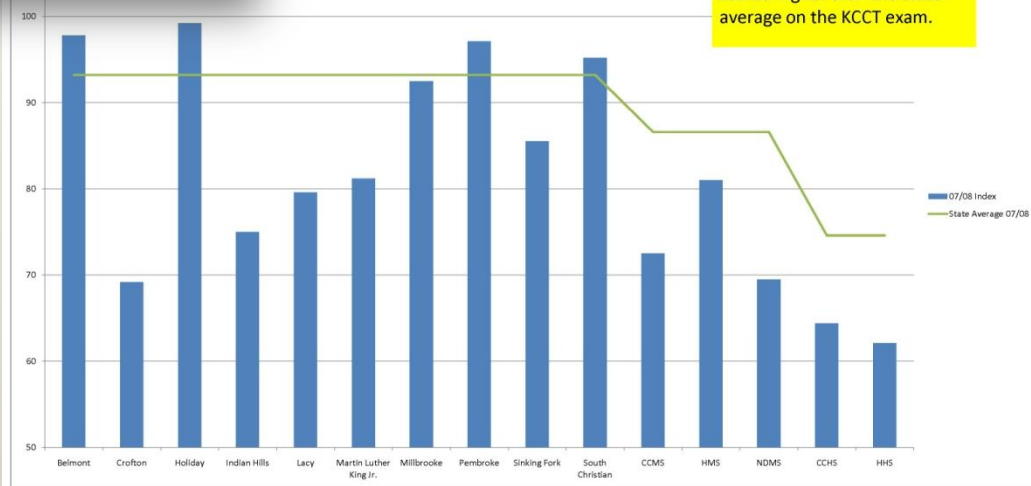
Christian County Public Schools KCCT Indices Compared to State Averages
2009/2010

9 schools scored above the state average on the KCCT exam in 2009/2010.



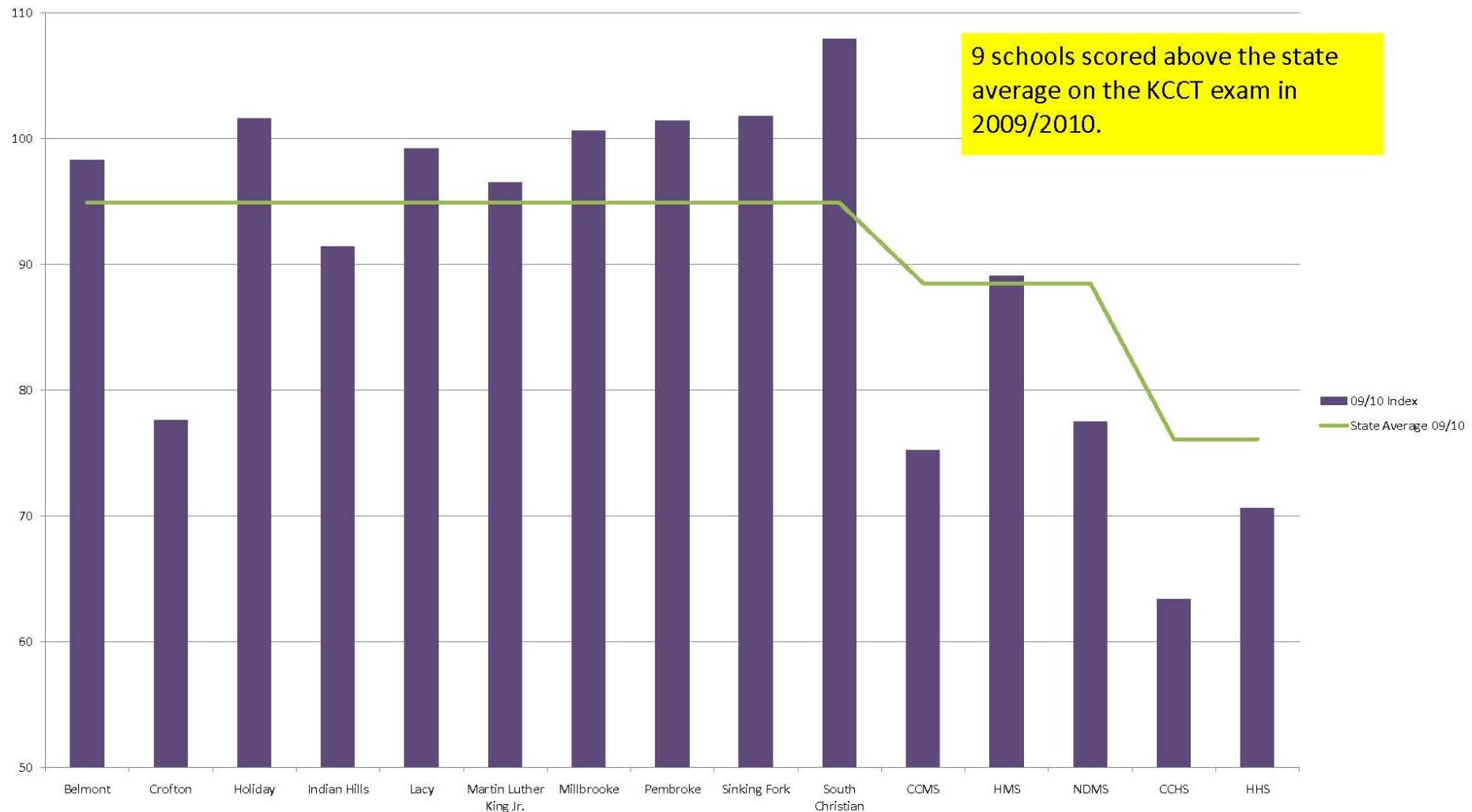
Christian County Public Schools KCCT Indices Compared to State Average
2007/2008

In 2007/2008 only 4 schools scored higher than the state average on the KCCT exam.



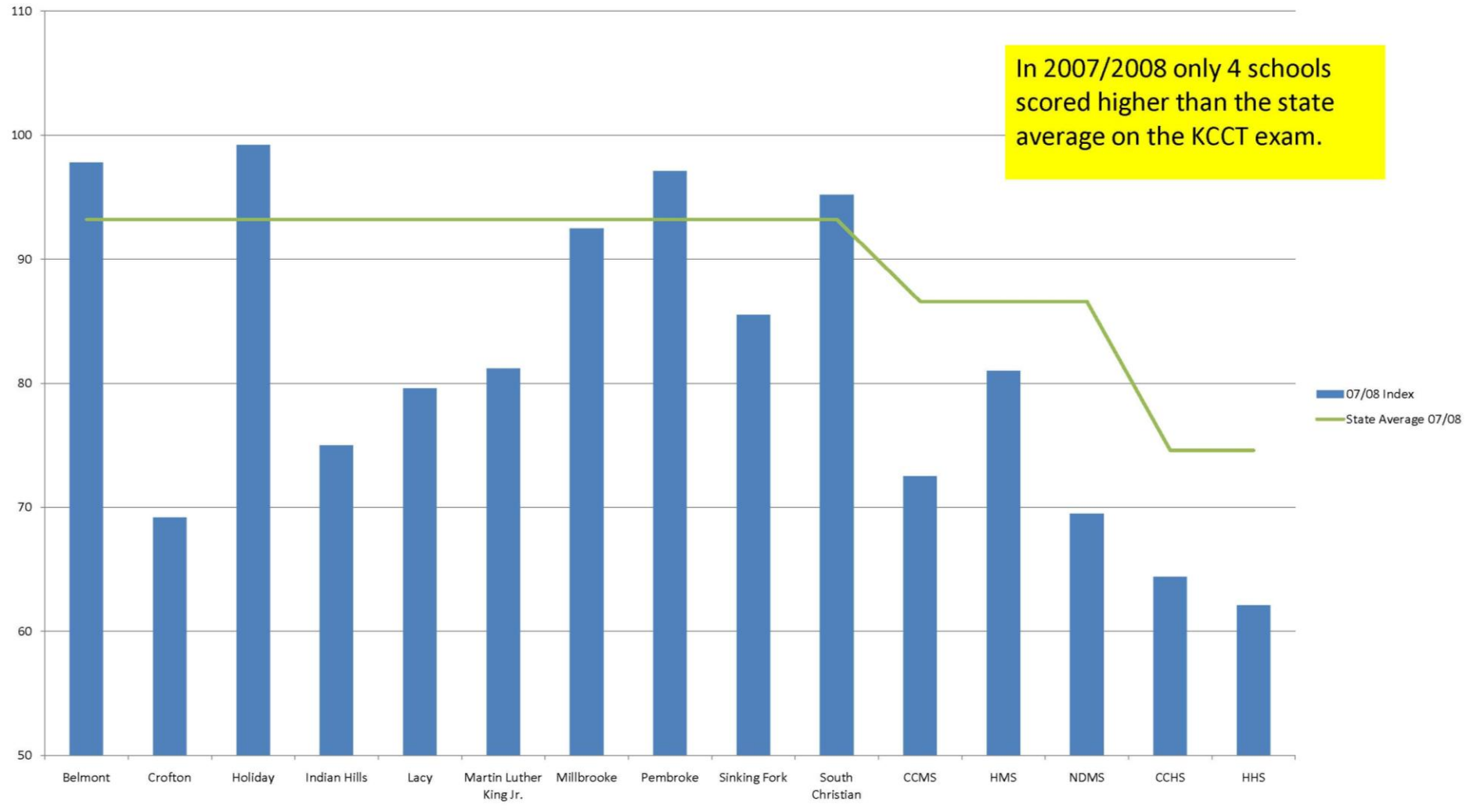
Increase from 4 to 9 schools scoring above the state average on KCCT exams

Christian County Public Schools KCCT Indices Compared to State Averages
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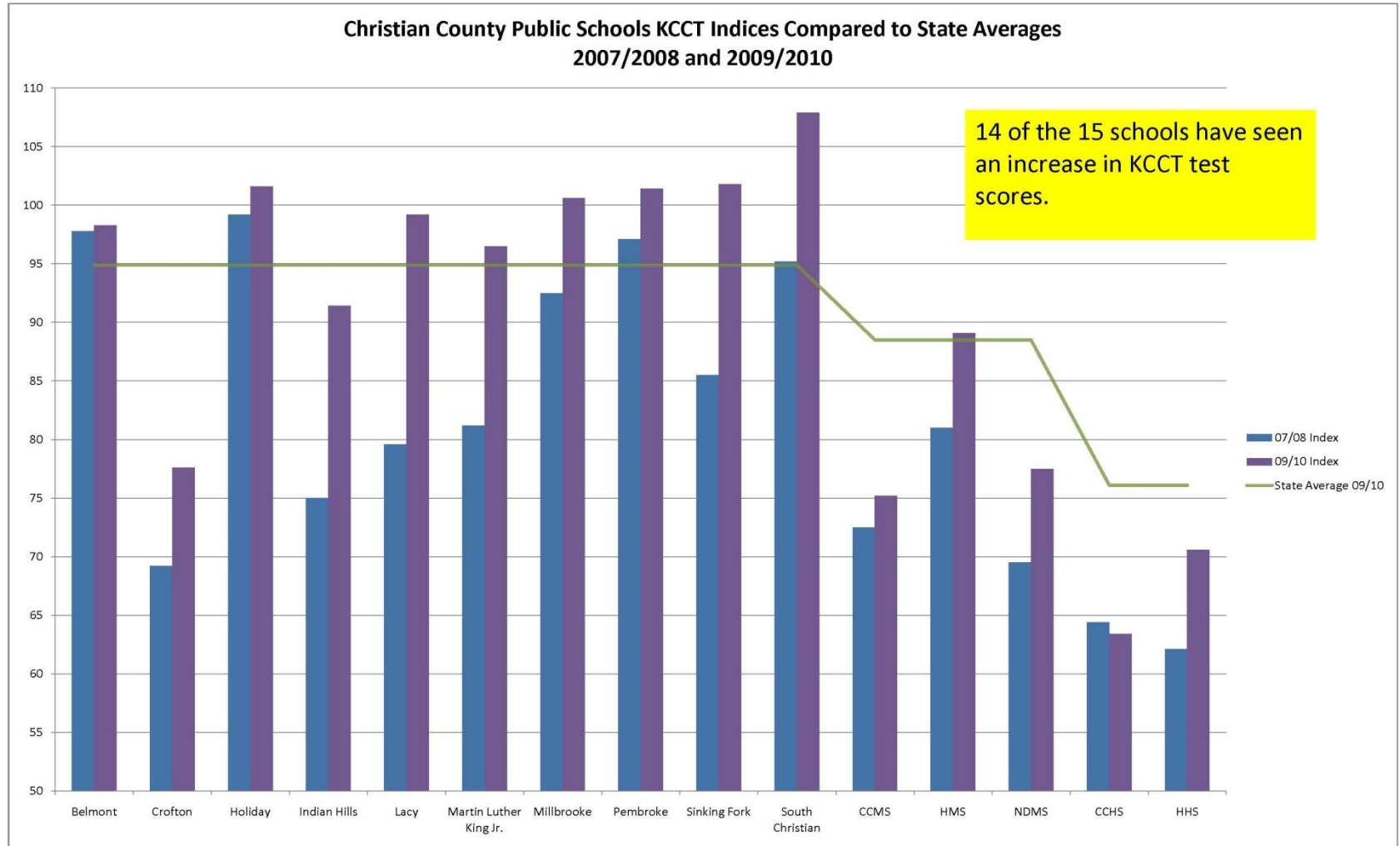


Increase from 4 to 9 schools scoring above the state average on KCCT exams

Christian County Public Schools KCCT Indices Compared to State Average
2007/2008



14 of 15 schools have improved significantly as compared to the state KCCT average

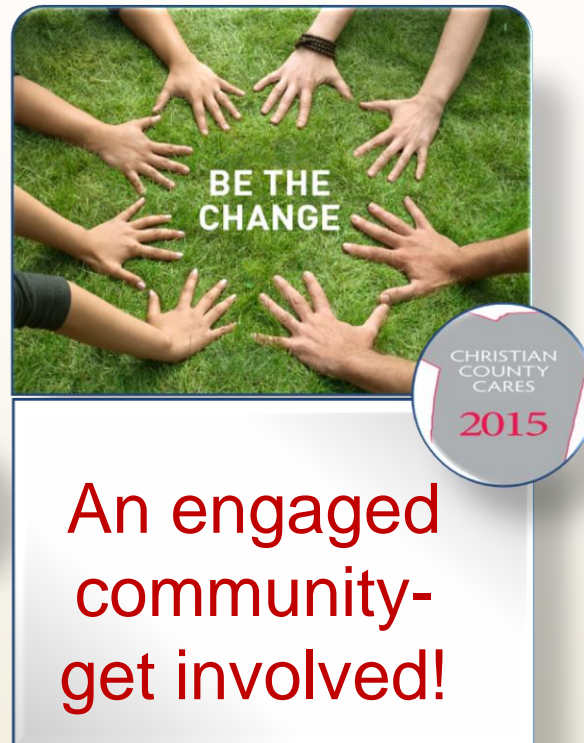


Christian County's Vision for Caring



CHRISTIAN
COUNTY
CARES
2015

Launch
CCC2015



BE THE
CHANGE

CHRISTIAN
COUNTY
CARES
2015

An engaged
community-
get involved!



CHRISTIAN
COUNTY
CARES
2015

Commitment
to **TEAM**
Together
Everyone
Accomplishes
More

Get Involved with CCC2015



Contact **Jeremy Stevenson** at **885-9096** to contribute your time, talent and treasure!

How will your Chamber contribute to the team in 2011?



- ✓ Continue to **improve** our programs, initiatives, and **opportunities** for our members and the entire community.
- ✓ Support the implementation of **CCC2015**.
- ✓ Support continued improvement in our **public schools**.
- ✓ Expand **Small Business/Retail/Entrepreneurial** efforts.
- ✓ Aggressively **advocate** for vital community economic development projects and for a business-friendly environment.
- ✓ Continue to expand our **regional efforts** through collective advocacy and cooperative marketing.
- ✓ Continue focus on **shopping locally**.
- ✓ Encourage support for **quality-of-life** features.
- ✓ Encourage **economic development incentives** to promote industrial, retail, and residential development.
- ✓ Marketing to **grow the population!**

What Might Cause the Window to Shut?

- Failure to act **strategically** and **wisely**
- **Divisiveness** in our community team
- Failure to **recognize “issues”** to growth such as lack of new constructions in Christian County
- Low community **self-esteem**



Final Thoughts

Questions?



Get Involved and/or Join:

- **Chamber:** Contact Carter Hendricks at chendricks@hopkinsvillechamber.com
- **CCC2015:** Contact Jeremy Stevenson at jstevenson@hopkinsvillechamber.com
- **Follow HCCchamber!**



HOPKINSVILLE
CHRISTIAN COUNTY
CHAMBER OF COMMERCE