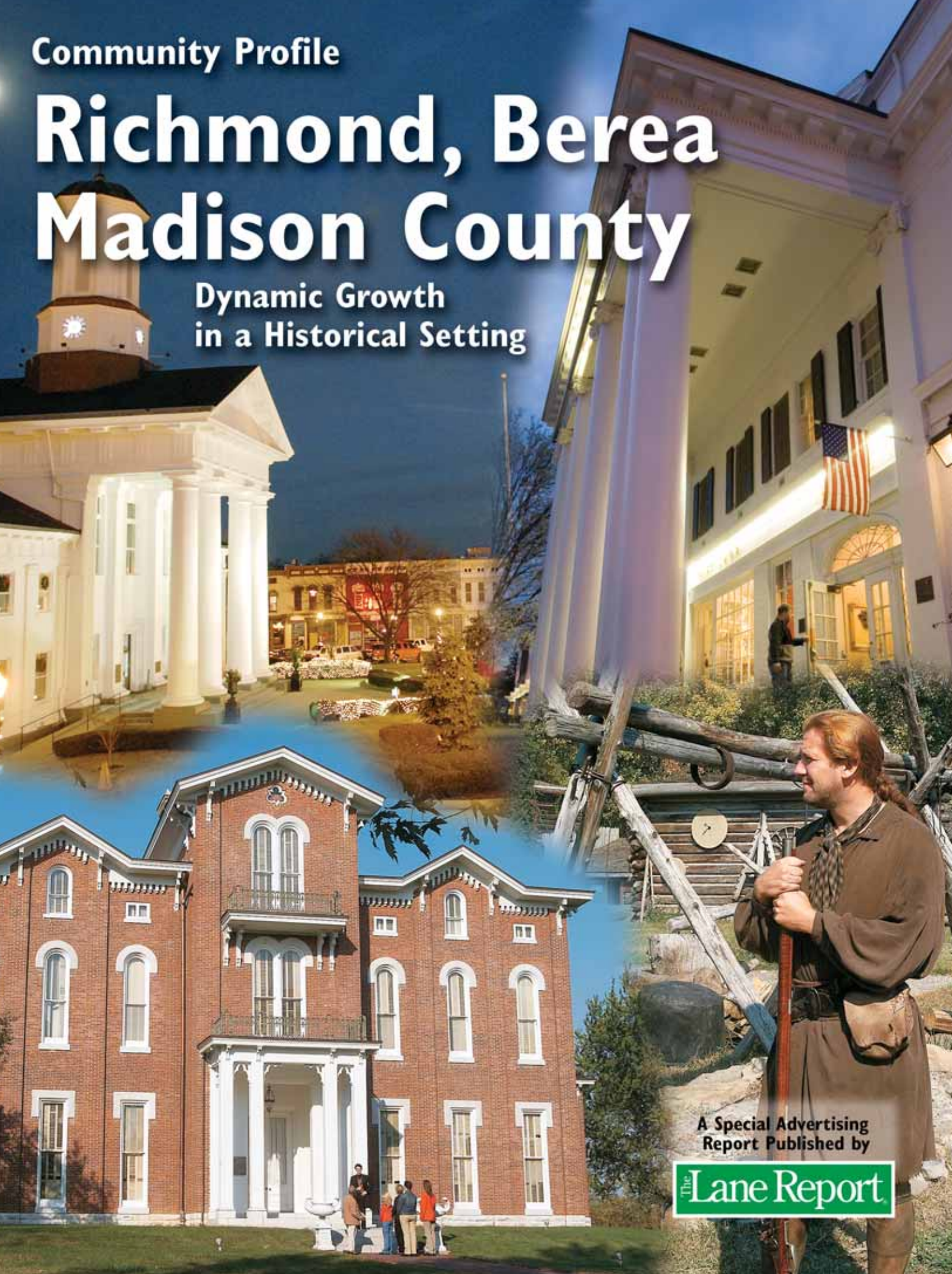


Community Profile

Richmond, Berea Madison County

Dynamic Growth
in a Historical Setting



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MADISON COUNTY

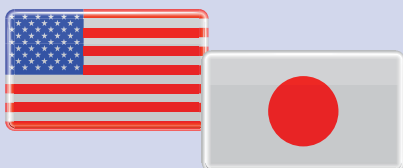
Cooperative spirit leads to growth on a global scale



To get a clear picture of the cooperative spirit in Madison County, there's no better place to look than Yatsugatake, Japan.

Madison County has a two-decade sister-region relationship with this area in east-central Japan, which reflects the fact that 11 companies with operations in Madison County are headquartered in Japan.

Officials from Madison County regularly visit their counterparts in the region as well as the companies that have a presence in the county. Visitors from Japan venture to the Bluegrass as well, strengthening the bonds that began through commerce and have grown to friendship.



Global partners like Tokico, KI USA Matsushita, Richmond Auto Parts Technology, AGC Flat Glass, and Kokoku Rubber manufacture products for worldwide markets.

"They just love us in Japan, and we recognize that Japan plays a big role in our county," said Richmond Mayor Connie Lawson, who has made three trips to Japan.

The relationship is symbolic of the spirit of cooperation that makes Madison County a leading force in Kentucky's economy and a desirable location in which to work and live. It is perhaps unique in the state, with two cities, Richmond and Berea, and two universities, Eastern Kentucky University and Berea College, located within the boundaries.

With so many institutions, it might be natural for competing agendas to hinder development. But in Madison County, nothing could be further from the truth.

The leaders of Madison County, Richmond and Berea recognize that a rising tide lifts all boats. In other words, economic development in one part of the county will benefit all.

"Where else can you go in the state where you have three very strong entities that work so closely together?" asked Kent Clark, judge-executive for Madison County. "We work together and do whatever we can do to provide better services."

The cities and the county have jointly marketed the county as a destination for industrial development, presenting a unified front to companies looking to relocate or expand.

"We have no problems about marketing our county together and figure that we will all benefit within the county and regionally from this kind of approach," said Berea Mayor Steve Connelly.

OPEN FOR BUSINESS

When industries look to locate or expand operations, Madison County is typically high on the list of potential sites in Kentucky. Site planners and consultants find a business-friendly climate with an educated workforce, utilities with low rates, available land and a range of transportation options.

"We try to bend over backwards to work with our industries, not only those looking to locate here but also the existing industries," said David Evans, the city manager for Richmond.

Businesspeople say there's no better advertisement than a satisfied customer, and officials work hard to make sure existing companies remain happy with their location. In Richmond, the mayor, city manager, industrial development director and other officials meet monthly with existing businesspeople for a get-acquainted session. It's a time for city officials to listen to questions and concerns that industry's management may have. Mayor Lawson said topics range from small matters like installing a new turn lane sign on a busy route to larger issues such as obtaining fill dirt to allow an industry to expand its building.

"We feel our existing industries deserve all our loyalty," Lawson said. "We ask them what we could do to make their business better."

The visits also ensure officials understand the global scope of the businesses that operate in the county.

"It's always amazing when we visit businesses to see the things that are manufactured right here in Richmond and Madison County that go all over the world," Evans said.

With that level of cooperation with business, industries looking for a hospitable location hear positive comments from companies with facilities in the county. That success breeds further success as the county's reputation spreads.

For instance, Madison County scored a coup with the announcement of the Sub-Zero Wolf Inc. appliance manufacturing facility to be built in Richmond. The company will create an estimated 100 new full-time jobs and invest \$35.5 million in the state. Sub-Zero Wolf plans to acquire 45 acres in the Richmond Industrial Park South II for its 200,000-square-foot facility.

Founded in 1945, and now in its third generation of family ownership and management, Sub-Zero offers innovative, aesthetically appealing and technologically advanced solutions to meet virtually any home refrigeration need. For more than 70 years, the Wolf brand has been synonymous with professional cooking equipment for restaurants and hotels.

"Sub-Zero Wolf will be an important partner in our community and will greatly enhance our existing industrial base," Lawson said. "It was a great experience working with the people of Sub-Zero Wolf during the recruiting process and we will continue that close relationship with them as they grow in Richmond."



Front: James H. Howard, executive director, Richmond Industrial Development Corp; Connie Lawson, mayor of Richmond; Kent Clark, Madison County judge-executive.

Rear: Tom McCay, director of business development for Berea; and Steve Connelly, mayor of Berea.



Richmond Mayor
Connie Lawson



Madison County Judge-
Executive Kent Clark

CONNECTED TO THE COUNTRY

One of Madison County's greatest assets is the seven exits of Interstate 75, which carries over 50,000 cars per day through the county. The importance of the interstate to commerce, and especially to trucking, cannot be overstated.



Ideally located adjacent to I-75 and I-64, Madison County is positioned to take advantage of major north-south and east-west trucking arteries.

"We're fortunate in that we have more access off the interstate than they have in Lexington and Fayette County," Evans said.

Interstate 75 and its parallel railroads are among the busiest in the nation and the highway serves as the major transportation artery that connects communities and businesses in six states. From the Port of Miami, Fla., to Detroit, Mich., where I-75 connects with Canadian Highway 401, the 2,200-mile highway is one of the longest and busiest continuous interstate trade corridors in North America.

The county is within a day's drive of approximately 60 percent of the nation's population, making it a natural spot for warehousing and distribution operations. For example, Sherwin Williams operates a manufacturing plant for automotive finishes next to a distribution center.

CSX Transportation provides rail service through the region, with a few rail-served spots available in industrial parks in Richmond and Berea. Also, the county is only about 40 miles from Blue Grass Airport in Lexington with a wide array of commercial and cargo air service, and Madison Airport provides easy access for business jets and smaller airplanes.

QUALITY OF LIFE

Life is about more than work and Madison County offers a range of activities and amenities that make it an attractive destination and place to live. Even as the cities enjoy growth, the leaders strive to retain what they love about their hometowns.

"We're the fastest growing urban area in Kentucky, but we still maintain that sense of community and that sense of a hometown, where we look after our neighbors," Evans said. "It's a good place to live, raise a family and to do business."

As much as the respective governments manage the infrastructure and foster a business climate that's welcoming to industry, there are other factors in which Madison County also excels.

"Communities across the nation have sufficient land, workers and utilities, so often it comes down to a choice being made because of the intangibles," said Connelly. "We know companies also look at things like school systems and job opportunities for spouses. The quality-of-life issues can tip the balance in favor of a community."



Historical events, festivals and parades are a big part of the family-friendly life in Madison County.

All three governmental entities are investing in parks and recreation for their citizens, with playgrounds, walking trails, aquatic centers and other activities in place or under construction.

"In Madison County we are probably undertaking more parks and recreation construction than anyone in the state," Clark said.

The goal is to create a nurturing environment for families to build the future of the county. From free golf lessons to sports teams and arts camps, there's plenty to keep children engaged and growing.

"Life is serious enough, so we're constantly trying to reach a little further to make sure our young people can have a happy childhood," Lawson said. ■

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EDUCATION

Leadership in higher education

It doesn't take long for a visitor to learn that Madison County residents value education. The county has the good fortune to be home to two institutions of higher learning: Eastern Kentucky University and Berea College. Officials quickly point to both as playing a significant role in the economy and quality of life in the region.

education offering general and liberal arts programs, pre-professional and professional training in education and various other fields at both the undergraduate and graduate levels.

The main campus in Richmond is home to nearly 14,000 part-time, full-time, traditional, and non-traditional students.



EKU offers more than 168 fields of study to more than 16,000 students on seven regional campuses. The main campus in Richmond is home to EKU arts and athletics as well as the Business and Technology Incubator for Safety and Security.

"Eastern and Berea are without question two of the driving forces in the county," said Madison County Judge-Executive Kent Clark.

The workforce reflects the influence of education as Madison County has a higher percentage of the population with a bachelor's degree, 25.8 percent, compared to the state average of 19.2 percent, according to the 2005 American Community Survey from the U.S. Census Bureau.

The college student population also provides an educated and motivated part-time workforce for retail, food service, distribution and other industries. Athletic and arts events add to the life of the county.

EASTERN KENTUCKY UNIVERSITY

Founded in 1906 with a faculty of seven, Eastern Kentucky University has grown to offer 168 degree programs and serve more than 16,000 students a year. It is a regional, coeducational, public institution of higher

President Doug Whitlock is an EKU alumnus who returned to help his alma mater.

"My love affair with EKU began when I set foot on the Richmond campus as a first-generation college student more than four decades ago," Whitlock said in a campus welcome address.

In 2007, EKU's accreditation was reaffirmed by the Commission of Colleges of the Southern Association of Colleges and Schools.

"This means that EKU meets the high standards for quality set by the agency that accredits colleges and universities in the southeastern United States," Whitlock said.



EKU President
Dr. Doug Whitlock



The Arnim D. Hummel Planetarium is one of the largest and most sophisticated planetariums in the United States, especially on a university campus. The planetarium has seating for 164 and hosts school and public science programs and special events.

EKU operates satellite campuses in Corbin, Danville, Manchester, Somerset and Fort Knox to provide learning opportunities for thousands of students across central Kentucky.

The university also operates the Business and Technology Incubator for Safety and Security to partner with university researchers, entrepreneurs, investors, and business development organizations to facilitate the development of safety and security enterprises.

EKU's athletics teams are a source of pride for the entire Colon community. More than 300 student-athletes participate each year in 14 sports. EKU has established itself as a leader in the Ohio Valley Conference. Three varsity programs finished atop the conference's rankings in the most recent NCAA Academic Progress Rate report and six programs were the best in Kentucky.



EKU students can take advantage of wireless connectivity throughout much of the campus.



Phase 1 of EKU's Business & Technology Center features a skylight-covered atrium, a 140-seat auditorium and 20 classrooms, including five computer labs. Phase 2 will include a 2,000-seat performing arts center and a conference center.

BEREA COLLEGE

Founded in 1855 as the first interracial and coeducational college in the South, Berea charges no tuition and admits only academically promising students, primarily from Appalachia, who have limited economic resources.

Berea offers rigorous undergraduate academic programs leading to bachelor of arts and bachelor of science degrees in 28 fields. All students work at least 10 hours per week in campus and service jobs in more than 130 departments.

"Opening windows on new and exciting worlds is a Berea tradition," said President Larry D. Shinn in a welcome message. "For those who seek challenge in the classroom, encouragement to serve others, new learning experiences, and life-sustaining friendships, they will find them at Berea College."

Berea's academic program consistently earns nationwide recognition. *U.S. News & World Report* has repeatedly named Berea the No. 1 regional college in the South, *The New York Times*, *The Chronicle of Higher Education*, *The Philadelphia Inquirer*, *The Times of London*, and the "Solutions" segment of *ABC World News* have focused national and international attention on many aspects of the contemporary Berea experience. ■

Contact Information

Eastern Kentucky University

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www.eky.edu

Berea College

Berea, KY 40404
(859)-985-3000
www.berea.edu



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Berea

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Berea College
(Inside Alumni Bldg.)
US 25 North
305 Estill St.
(Berea Hospital Lobby)

424 Chestnut St.
Hwy 21 West
(Beside Dairy Mart)
205 Prince Royal Dr.
172 Glades Rd.

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350 Richmond St., Mount Vernon • 205 Prince Royal Dr., Berea
424 Chestnut St., Berea • 172 Glades Rd., Berea

Hours

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HEALTHCARE

Health care drives the economy and the quality of life



Pattie A. Clay treats 26,000 emergency room patients annually. The regional medical center provides high quality healthcare to the residents of Madison County

A large, high-quality health care system is a key community component for companies looking to relocate or expand.

It's one of the aspects of the quality of life equation that makes Madison County an attractive destination for employees and their families. Health care facilities are part of the economic base, providing jobs at competitive wages and purchasing goods and service from local businesses.

The emphasis on health care is a positive for local residents seeking treatments. It's also attractive for those looking for a career, as the hospitals continue to add facilities and personnel to serve their patients.

Pattie A. Clay Regional Medical Center in Richmond is the largest hospital in the county, with Saint Joseph in Berea providing first-class care as well. Both hospitals have a long history in the county, playing a role in the lives of many generations over the years.

Pattie A. Clay Regional Medical Center is named for the woman who inspired the hospital. In 1892, her husband, Brutus, donated a cottage to start a hospital in Pattie's memory. From that humble start, the facility has grown to a modern 105-bed acute care facility that provides all primary care and extensive secondary level health care services for Madison and surrounding

counties. The medical center is accredited by two nationally recognized programs.

More than 500 employees work at the medical center, with an annual payroll of more than \$21 million, according to a recent study of hospitals by the Kentucky Hospital Association. Overall, the hospital spends more than \$28 million each year on staff salaries and purchases of supplies and services.

More than 69 active physicians offer primary care and 23 medical specialties to 75,000 unique patients. More than 800 babies enter the world there each year, and 26,000 visits are made to the emergency room.

"We're pretty proud of our hometown care," said Bob Hudson, president and CEO of the medical center. "We're a well-kept secret, even in our hometown. A lot of people don't take advantage of our services when they could."

In the last few years, the medical center has added an advanced Computed Tomography (CT) scanner, a state-of-the-art urological imaging system, and a new cardiac catheterization X-ray lab. A major renovation now houses new angiography equipment, and spinal surgery is now available for adults and children.

Additional renovations scheduled to begin in mid-2008 include conversion of semi-private rooms to private rooms on two

floors. Each room will receive up-to-date monitoring equipment as well as a shower. Nurses' stations will be upgraded to improve efficiency for nurses and other health care professionals. The \$4.2 million project is expected to take about two years.

Recently reported statistics show that Pattie A. Clay Regional Medical Center offers cost efficient medical care with the lowest cost per discharged patient among six hospitals that serve the same geographical area.

Saint Joseph Berea opened its doors in 1898 as an eight-bed cottage on the Berea College campus. Berea Hospital joined Saint Joseph HealthCare and was renamed Saint Joseph Berea in 2005. With 33 total operating beds including 25-bed acute care beds, this critical access hospital provides a high quality of care in a personal, family-oriented environment. In 2006, the hospital cared for nearly 1,500 people on an inpatient basis and more than 22,000 in its emergency department. Patients come from Madison, Jackson, Rockcastle, Garrard and surrounding counties.

More than 200 employees are dedicated to providing the highest level of care. According to the KHA study, Saint Joseph Berea spends nearly \$11.3 million each year on staff salaries and purchases of supplies and services.



Bob Hudson, CEO
Pattie A. Clay



Senior citizens are one of the fastest growing populations in Madison County and the health care system is keeping pace.

Contact Information

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Medical Center**
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Richmond, KY 40476
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305 Estill Street
Berea, KY 40403
(859) 986-3151
www.bereahospital.org/

Hospice Care Plus, Inc.
208 Kidd Drive
Berea, KY 40403
(859) 986-1500
www.hospicecp.org

Since joining the Saint Joseph system, the Berea hospital has actively recruited physicians and upgraded services. As part of the Saint Joseph system, the Berea hospital is linked with larger facilities in Lexington through technology. Physicians at either location can monitor the progress of a patient at the other, accessing lab results and medical imaging via computers.



Begun in 1898, Saint Joseph Berea is now part of the multi-facility Saint Joseph Healthcare System that provides medical services to patients in Central Kentucky.

As part of its mission, Saint Joseph Berea operates a patient assistance program to help low-income patients afford medicine that might otherwise be out of their reach. More than 170 patients have received more than \$6.9 million worth of assistance with medical needs. Other community outreach programs include the Diabetes Treatment Center that provides diabetes education and care.

Madison County is also home to specialized facilities for people seeking care closer to home. For example, Hospice Care Plus Inc. is building a 16,000-square foot inpatient hospice for the residents of Madison and the surrounding counties. The

facility will serve terminally ill patients and will employ about 30 people.

Hospice Care Plus provides services wherever the patient is living or receiving care. In some cases, this means that a patient's primary residence is a nursing facility.

Working closely with the patient, family and staff, the Hospice team provides comprehensive care that addresses the physical, emotional and spiritual

concerns that can arise when a person is at the end of life.

When hospice care is provided in a facility, we work with the facility's staff to establish a collaborative plan of care. We consider the staff at the facility as part of the caregiving team and we provide training in end-of-life care to each nursing facility.

Hospice Care Plus provides services to meet the emotional, spiritual and physical needs of terminally ill patients and their families. Hospice puts the family and patient at the center of care, and by working with physicians and caregivers, provides compassionate care for individuals nearing the end of life. ■



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MADISON COUNTY

Open for Business

The good word about the business climate in Madison County is spreading.

In 2007, *Southern Business & Development* magazine named Richmond, the county seat, as a "Micro-market of the Year," in recognition of development opportunities in the region.



Berea Mayor
Steve Connelly

Such recognition is the result of decades of cooperation to create a business-friendly environment in Madison County. Retail development has been spurred by the growing manufacturing segment, resulting in a diversified business base that's able to weather economic ups and downs.

Richmond and Berea, the two largest cities, have active industrial development initiatives, complete with business parks that offer reasonably priced land, utilities and excellent transportation access.

"We have known for a long time how important manufacturing is to the area and we are taking steps to remain competitive," said Berea Mayor Steve Connelly.

Madison County Judge-Executive Kent Clark compares the low tax rates, affordable housing and infrastructure that Madison County has to offer with any other locations in the state or across the nation.



Above: Aerial view of Tokico
Below: Entrance to Tokico's Berea facility

"We're well in line with anything else you can find in America," he said.

The cities and the county work closely together to meet the needs of businesses searching for a viable location.

"If they come to Berea, if we don't have what suits them, we send them to Richmond, and officials in Richmond will do the same for us," said Tom McCay, director of business development for Berea.

MANUFACTURING MECCA

For companies with manufacturing and distribution requirements, Richmond and Berea offer land in city-owned industrial parks. There's also land available for development on the open market.

Berea offers acreage in two industrial parks, one with 50 acres and one with 322 acres total area. The larger park has the most land available, and development continues with improved road access under construction. The new park will also be the site of a vocational technical school built in conjunction with the Madison County schools. It will serve high school students and will be available for training to area business to prepare the workforce for high-tech jobs.



Tokico's products flow to automakers, retailers, and service facilities around the world.

Richmond offers three industrial parks, all of which will soon have four-lane road access to Interstate 75. Some acreage remains in the Richmond Industrial Park South II, while over 200 acres are available in the new site, Industrial Park South III, according to James H. Howard, executive



Richmond Industrial Park South is a 166 acre full facility site. It currently accommodates five manufacturing companies along with a daycare center and the Madison County Emergency Medical Service.

director, Richmond Industrial Development Corporation.

Howard cites AFG Industries as a prime example of a company attracted to Madison County. The automotive glass manufacturer takes advantage of natural gas pipelines that supply the fuel to heat silica sand to make glass for vehicles. They also use the railroad line to ship and receive materials from across the country. Howard worked with AFG officials for a year to locate the plant at Richmond Industrial Park South II. "Utilities and transportation are the main reasons they located in Richmond," Howard said.

READY FOR RETAIL

Retail development along I-75 continues with two major sites opening in Richmond, the business, health care and educational center for an eight-county region with a trade-area population in excess of 217,000 people.

Richmond Centre is a 120-acre multi-use development that will cover approximately





Richmond Centre is one of the retail developments being built to serve the growing Madison County population. Carolina Holdings and Crosland, Inc. are collaborating on the project.

800,000 square feet of retail space with traditional and discount department stores, a theater, a hotel and restaurants. It's located at Exit 87 on a prime spot on the same road as Eastern Kentucky University and other retail developments.

The second major retail development is being built at Exit 83 and will offer sites on both sides of the interstate exit. Ed Chenault,

one of the owners of the family companies that are developing the sites, says Richmond is ideally located in this underserved retail market. In the last few years, the city has taken the initiative to upgrade the utility and transportation infrastructure to serve the development of what is now vacant ground. "Through the leadership of the city, we're blessed with all the goodies," he said.

Chenault expects retail, restaurants and convenience stores to be part of the mix. Demographic studies of travelers on the highway reveal that many are boaters and anglers from the upper Midwest on their way to lakes in the southern

part of the state. He hopes to attract retail that will serve those consumers in their travels. Chenault sees the possibilities for retailers and manufacturing in Madison County, with about 60 percent of the nation's population within an eight-hour drive, the availability of land near the interstate and a growing resident population.

"Any business thinking about coming to

Kentucky will want to take a look at Madison County," he said.

EMPHASIS ON "GREEN"

While growing dramatically as a light industry center in Kentucky, Madison County continues to emphasize conservation and remains environmentally conscientious. The Bluegrass Regional Recycling Corporation was founded in 1990 as a 501 C3 non profit organization. The BRRC is dedicated to the enhancement of regional recycling efforts through research, education and implementation. Among its services are consultation, education, training, system design, marketing, site clean-up and recycling.

The BRRC was designed as a cooperative to serve its affiliates, including local governments. By collecting large amounts of recyclable material, each affiliate benefits. Small rural cities and counties do not have the volume to demand high market returns. The BRRC has established relationships with all commodity markets, allowing it to meet and surpass current market standards. By producing high-quality materials, the BRCC earns the "preferred supplier" title from many markets. ■



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AGRICULTURE

Growing for the future



Agriculture has played a key role in the economy of Madison County since its founding in 1786 and still does to this day.

The pioneers who settled the lush, rolling hills of the Blue Grass region would recognize much of the farming today, such as corn, hay, straw, tobacco and cattle. However, they might not recognize the high-tech methods farmers use to eke the most out of the still-rich natural environment.

Connie Lawson, mayor of Richmond, sees agriculture as a still-vital segment of the local economy. "We're like a pie: one-third agriculture, one-third industry and one-third education," she said.

FAMILY FARMS PROSPER

Despite the growth of industry and tourism, many family farms still dot the county. According to Brandon Sears, county extension agent for agriculture and natural resources, the main agricultural enterprises in the county are beef cattle, forage production and tobacco.

The average family farm in the county boasts 156 acres, selling more than \$25,000 of agricultural products on average per farm. Livestock represents about 65 percent of the value of agricultural products sold in the county. Tobacco remains a major

crop in the region, with more than 950 acres producing over 1.8 million pounds of burley leaf in 2006. Overall, agriculture in Madison County produces more than \$24 million in cash flow into the region.

As the farm economy has shifted away from tobacco, family farms have shifted their emphasis to new forms of production, such as strawberries and other fruits and vegetables, and cutting-edge activities such as aquaculture production of shrimp and other seafood. The aim is to keep those vital resources contributing to the economy.

"We're always looking at ways to revitalize a portion of agriculture base," said Berea Mayor Steve Connelly.

DIVERSITY FLOURISHES

The county is diversifying its agricultural base, expanding beef cattle production and improving crop-farming practices for greater efficiency. For instance, the Kentucky Department of Agriculture presented \$375,000 to the Madison County Agricultural Council in 2007 to use in a wide variety of agricultural programs.

The University of Kentucky Cooperative Extension Service helps farmers find ways to grow beyond the traditional tobacco-based economy in central Kentucky. One area of fast growth is in goats for meat and milk products. Farmers are transitioning

Agriculture represents a third of Madison County's economy. The area ranks 4th in beef and cattle production in Kentucky.

Madison County Agricultural Snapshot

	1997	2002
Farms	1,565	1,396
Acres in Farms	224,510	218,304
Harvested Cropland	48,310	54,057

2006 Crops

Acres Harv.
Production
State Rank

Corn

Acres Harv. 1,200
Production 175,200 bu
State Rank 63

Burley Tobacco

Acres Harv. 950
Production ,887,600 lb
State Rank 34

Alfalfa Hay

Acres Harv. 2,900
Production 2,740 tns
State Rank 34

Hay

Acres Harv. 48,000
Production 139,200 tns
State Rank 3

2006 Livestock & Milk

All cattle 64,300
State Rank 4
Beef 26,800
State Rank 4

2006 Cash Receipts

Crops \$7,077,000
State Rank 54
Livestock \$17,517,000
State Rank 40
Total \$24,594,000
State Rank 50

Source: Kentucky Department of Agriculture

their acreage to raise these animals for a more sustainable business model. It's a lucrative market, as 80 percent of the world's population consumes goat meat, although it's still considered exotic for most consumers in the United States. The goats complement the existing cattle population as well, as goats and cattle consume different foods and won't overgraze pastureland. Farmers are also investing in dairy production and horticulture for diversification.

Sometimes the best way to move forward is to look backward. That's very apparent at the Sustainable Mountain Agriculture Center in Berea, which advocates traditional and innovative Appalachian agriculture. For instance, founder Bill Best and the center's supporters have collected more than 175 varieties of heirloom beans and over 300 varieties of heirloom tomatoes. Heirloom varieties are those that remain genetically unaltered over the years, being passed down from family to family. Many people crave the strong flavors that the non-hybridized plants provide, which are often missing from the mass-produced varieties found in most grocery stores.

The center helps local farmers market their flavorful produce through farmer's markets and directly to

high-end restaurants. Chefs looking for strong flavors for their dishes buy old-fashioned heritage tomato varieties such as Russian Oxheart or Mortgage Lifter. The center received state funding to establish production of exotic mushrooms using underground cisterns as a pilot project to demonstrate the feasibility of gourmet mushroom farming in the region. Varieties such as shiitake and portobello mushrooms are popular products that could provide new revenue streams for Madison County farmers.

The center also demonstrates lumber harvesting practices for family farms that have small-to-medium sized stands of valuable hardwoods on their property. Large lumber producers are often not interested in smaller, hard-to-reach pockets of timber that may dot the rolling hills of the farms. But a portable, inexpensive sawmill can allow a farmer to harvest the lumber on the land for local consumption or for export.

UNCORKING POTENTIAL

Diversification in Madison County agriculture took a step in a new direction with the opening of the Acres of Land Winery in 2001. The largest agri-tourism project in Kentucky, Acres of Land is located on 400 acres of former tobacco fields. Today, it's home to eight acres of



While tobacco crops remain, many family farms have shifted to new forms of production.

vineyards, a commercial wine production and bottling facility, gift shop, wine-tasting area and a full-service restaurant with catering, banquet, reception and community facilities. The restaurant uses fresh vegetables grown on the grounds. Families enjoy the wagon ride tours of the vineyards, the picnic sites and the lovely view of rural Madison County from the patio. It's a popular destination for visitors and locals alike. ■



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EXPLORE MADISON COUNTY

Visitors and residents alike flock to sports, natural and historic attractions

Madison County lures visitors from around the country, drawn by history that spans the Civil War and a rich artistic heritage that thrives to this day.

Interestingly, about 80 percent of the visitors to the area are from Michigan, who first encounter Madison County on a vacation drive on I-75 to Florida, according to Lori Murphy, executive director of Richmond Tourism. Many of those visitors find a reason to stay longer, or come back for a visit to a vacation paradise closer to home. Those visitors have stumbled onto a secret that residents already know: Madison County offers something for everyone.

From history to the arts to sports, a wide variety of attractions and events beckon for a visit from out-of-towners and add to the quality of life for those who call Madison County home.

ARTS AND CRAFTS

Berea is perhaps the best-known name in the county, as fame of its artisans has spread worldwide over the decades. Known as the Folk Arts and Crafts Capital of Kentucky, Berea celebrates craftsmanship and the rich Appalachian tradition. Local artisan fairs have been drawing people since the original Home Spun Fair in 1896.

For most people, the Kentucky Artisan Center at Exit 77 off Interstate 75 is their first exposure to Berea's arts attractions. This state center lets visitors with only a few minutes or even a few hours explore Kentucky artisan works and their stories in the center's exhibit and retail areas, and shop for a wide range of Kentucky-crafted items, recordings by Kentucky musicians, books by



Richmond's vibrant downtown remains a cornerstone of the county's economy. It's also the scene of seasonal festivals and celebrations that draw the whole family.

Kentucky authors and specialty foods grown or produced in Kentucky. The center's cafe and grille offer everything from a quick snack to a full meal featuring Kentucky specialties.

Visitors can follow the Artisan Loop from the Kentucky Artisan Center to the city's craft districts in the College Square area, in Old Towne and along Chestnut Street.

Visit with one of Berea's 40 craftspeople or gallery owners in the friendly atmosphere of their studios and learn what is required to produce a beautiful birdseye maple rocking chair or an original piece of jewelry. As you explore the shops and studios in College Square, you'll have opportunities to enjoy the music of the dulcimer or the sound of the weaver's shuttle.

Berea College continues its tradition of student-made crafts. Visitors can see students weaving, making wood products, brooms and other crafts on campus, and purchase items made in the college's Log House Gallery.

In Waco, in the southern part of Madison County, art lovers will find Bybee Pottery, the oldest operating pottery west of the Allegheny Mountains. Founded in 1809, it's operated by the sixth generation of the Cornelison family and still produces



Visitors from around the world arrive to see local artisans in action.



Traditional craftspeople demonstrate their skills at festivals and shops. Bybee Pottery is the oldest pottery west of the Alleghenies

practical and artistic pieces. The central building, constructed of logs with solid walnut beams, has housed the equipment for more than a century. Clay used in the pottery is dug from an open-pit mine about three miles away. Bybee's signature pottery collections are found at Macy's Department Store in New York City, as well as specialty shops worldwide.



Madison County and Civil War groups have preserved hundreds of acres of the Battle of Richmond site. Each year re-enactors recreate the Battle of Richmond on some of the exact locations where the conflict took place.

HISTORY

The Battle of Richmond, often called the most complete victory for the Confederacy in the Civil War, took place near what is today the Bluegrass Army Depot. Visitors can see part of the battlefield, now a park with five miles of interpreted walking trails. A driving tour winds through the county to

view 13 points of interest vital to understanding this battle. Civil War re-enactors gather each year to relive the battle, bringing history to life.

In Richmond, tour the historic Irvinton House Museum, next to the Richmond Visitor's Center. Exhibits include items from the community as well as Eastern Kentucky University's J.T. Dorris Collection. Displays include one of the only seven remaining Revolutionary War uniforms in the United States.

The White Hall State Historic Site was the home of Cassius Marcellus Clay, who played a role in the Battle of Richmond. Clay was a fiery emancipationist, publisher and served as U.S. Minister to Russia. The site features a 44-room Italianate mansion, slave quarters and cook buildings. A gift shop and picnic area add to the fun.

Fort Boonesborough State Park is home to a reconstructed fort on the banks of the Kentucky River, with onsite crafts such as candle dipping, pottery turning and lye soap



These original outbuildings housed the kitchen and weaving operations at White Hall Historic Site



White Hall was the home of Cassius Marcellus Clay, publisher and U.S. Minister to Russia

Let's Talk...

about why Madison County is a great place to live!

- ◆ More land and house for your money!
- ◆ Convenient Location (I-75)
- ◆ Diverse Economy - education, industrial, agricultural
- ◆ Warm Community - not too big, not too small!
- ◆ Lake Reba - golf, soccer, softball, baseball, family aquatic center, fishing, mini golf & more!



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Fort Boonesborough is a working fort complete with cabins, blockhouses and furnishings. Resident artisans perform craft demonstrations and give modern-day visitors a sense of what life was like for pioneers.

making. A junior Olympic-size swimming pool, miniature golf, camping and hiking make it a favorite destination in the area.

On your tour of the county stop and see the Valley View Ferry, a paddlewheeler that carries people and vehicles across the Kentucky River. Operated jointly by Lexington-Fayette, Jessamine and Madison counties, it's the state's oldest continuously operating business, dating back to 1785.



National, state, and city flags are proudly displayed throughout the city of Richmond

SPORTS/OUTDOOR ACTIVITY

There's plenty of outdoor recreation in Madison County, from a soothing walk in the park to challenging golf courses and water sports.

In Richmond, the Lake Reba Recreation Complex is a 600-acre tract of land that includes the Gibson Bay Golf Course. Also on the property are a lighted driving range, baseball fields, a soccer complex, an adult softball complex and the Herb Vescio Horseshoe Complex. Also try out the 1.2-mile walking/jogging trail, Adventure Falls miniature golf and a batting cage complex. A 75-acre fishing lake with six shelters and a large playground beckon the whole family for a great day at the park. In 2008 the new aquatic center will open, with amenities that include an eight-lane lap pool with two one-meter diving boards, a play

pool with zero-depth entry and numerous play features, including four slides. Two slides stand 40 feet tall; one is straight and one is a spiral. There is a family slide and a colorful butterfly slide for younger children.

Gibson Bay Golf Course, designed by Michael Hurdzan in 1993, was recognized as an honorable mention by *Golf Digest* for best new public golf course in the United States. This 7,100-yard, par-72 course is located along Richmond's Lake Reba Recreational Complex. With up to five tee boxes on each hole, Gibson Bay Golf Course can accommodate players of all skill levels. All tees, greens and fairways are seeded with bent grass to provide the best possible playing conditions.



Families enjoy miniature golf and other pastimes at Richmond's Lake Reba complex.

Other golf courses in the area include the private Arlington Golf Center and Blue Grass Army Depot and the public Battlefield Golf Course & Country Club and the Bull Golf Course.

The Battlefield Golf Course is a key part of the county's efforts to preserve the battlefield, said Kent Clark, Madison County judge executive. "Trails and parking lots will be done soon to make the park open for everyone," Clark said.

In Berea, the 38-acre athletic complex features fields for baseball, softball and soccer, as well as basketball, horseshoes and volleyball. Local groups offer organized youth leagues in both cities. Adjacent to the athletic complex is the 9,200-square-foot, 365,000-gallon Berea Swimming Pool. The pool features a waterslide, a raindrop, diving well, lap lanes, wading pool, bathhouse and concession area.

Two bike paths offer tours of the city that include lots of historic architecture and working art studios. For hiking and walking, sites such as Anglin Falls, Berea



Opening in 2008, Paradise Cove aquatic center is part of the expanding facilities at the Lake Reba complex

College Forest, Indian Fort Theater and Owsley Fork Reservoir beckon with trails and abundant scenery. A nine-hole city course offers golf for all skill levels.

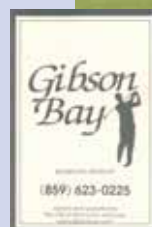
Madison County residents can enjoy new parks in communities and along the river, where boat ramps provide access for fishing and water fun.

EVENTS

Madison County offers a wide range of events all year long.

Richmond features the second-largest fireworks display in the state on July 4th, and welcomes the cream of the small school basketball crop in the All "A" Classic tournament. At the Pottery Festival, more than 60 artisans display their wares, and some provide instruction for would-be potters. Kids Fest goes on at the same time to give the whole family a much-anticipated destination.

Gibson Bay Golf Course in Richmond is one of the many courses throughout the county that draw golfers from across the country.





The Valley View Ferry across the Kentucky River is a favorite local attraction. Founded in 1785, it is the state's oldest continuously operating business.



Lake Reba shoreline provides a quiet respite from all the activity in the complex.

Tourism Links

Kentucky Artisan Center

975 Walnut Meadow Rd.
Berea, KY 40403
(859) 985-5448
www.kentuckyartisancenter.ky.gov

Berea Tourism Center

Belle Jackson,
Executive Director
3 Artist Circle
Berea, KY 40403
(800) 598-5263
www.berea.com

Richmond Tourism Center

Lori Barnes,
Executive Director
345 Lancaster Ave.
Richmond, KY 40475
(800) 866-3705
www.richmondkytourism.com/

At the Independence Day celebration, keep an eye out for Richmond City Manager David Evans, who has been known to help set off the fireworks.

Berea hosts craft festivals throughout the year, including the Berea Craft Festival in July, the Kentucky Crafted Air Fair in October and the Quilt Extravaganza.

The Berea International Festival celebrates cultures of the world through food, dance and music. L&N Day commemorates the only L&N railroad station still standing between Cincinnati and Knoxville, now home to the Berea Visitors Center. ■

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MADISON COUNTY



Madison County offers affordable housing, with a median home price of \$139,000. New developments and existing homes provide a wide range of choices for those looking for a small-town feel with big city amenities.

Madison County straddles Interstate 75, making it well connected to nearly two-thirds of the U.S. population. It's perhaps unique among Kentucky counties as it's home to two cities and two universities, imparting a vibrant quality of life in a blend of urban, suburban and rural environments.

The county sits next to Fayette County with the Kentucky River as its border and is minutes away from Lexington, making it an ideal site for companies that need access to Lexington but want a lower cost of doing business and easy highway access.

Madison County Judge-Executive Kent Clark points to the ongoing infrastructure development and the transportation connections that make Madison County a desirable business location.

"We have seven interchanges along one of the busiest highways in America, with affordable, developable land along all of them," Clark said. The county, and

Berea and Richmond, have invested in roads and water and sewer utilities to serve development in the areas near the interstate.

RICHMOND CHAMBER OF COMMERCE

Mendi Goble, Executive Director
201 East Main Street
Richmond, KY 40475
(859) 623-1720
Fax: (859) 623-0839
www.richmondchamber.com

RICHMOND INDUSTRIAL DEVELOPMENT CORPORATION

James Howard, Executive Director
P.O. Box 250
Richmond, KY 40476
(859) 623-1000
Fax: (859) 625-1050



Connie Lawson

COUNTY SEAT RICHMOND

Connie Lawson, Mayor
239 West Main St.
Richmond, KY 40476
(859) 623-1000
Fax: (859) 623-7618



Madison County
Population - 80,787

The presence of Berea College and Eastern Kentucky University means there's a core of highly educated workers, and Madison County draws from surrounding counties as well.

"We've always been able to provide the trained workforce that's needed," Clark said.

The county is also home to the Blue Grass Army Depot, a chemical weapon and standard munitions storage facility operated



Kent Clark

MADISON COUNTY JUDGE EXECUTIVE

Kent Clark
Courthouse
101 West Main St.
Richmond, KY 40475
(859) 624-4700
Fax: (859) 624-9140

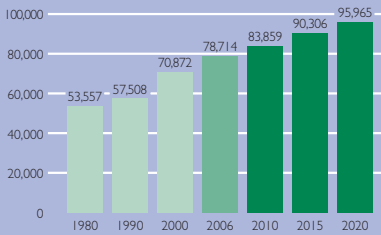
MADISON COUNTY CLERK

Billy Gabbard
101 West Main Street, Suite 7
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(859) 624-4703
Fax: (859) 624-8474

CONTACT INFORMATION

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Richmond, KY 40475
859-624-4700
www.madisoncountky.us

POPULATION TRENDS



COUNTY POPULATION 2007

80,787

HOUSEHOLDS

Number of households.....29,540
Median household income.....\$39,920
Median home price.....\$139,000

PERSONAL INCOME

1998\$18,645
2004\$22,160
Percentage change.....+18.8

MEDIAN AGE

32.5

LABOR MARKET AREA

660,268

AVERAGE WEEKLY WAGE

Madison County\$495
Labor Market Area\$577
U.S.\$697

TOP FIVE EMPLOYERS BY NUMBER OF EMPLOYEES

NACCO Materials
Handling Group.....950
Tokico USA Inc.860
EnerSys Inc.475
KI-USA Corp.....330
Richmond Auto Parts Technology...300



Madison County's proximity to Interstate 75 means residents and businesses can connect with about 60 percent of the nation's population with an eight-hour drive.

by the United States Army. Destruction of the stockpile requires construction of a high-tech facility to neutralize the chemical weapons. The facility, which broke ground in 2006, is under construction and is major contributor to growth in the county. Contractors and representatives of government agencies are adding to their presence in the county, fueling the housing, retail and construction markets. Once the facility is completed, additional personnel will be required to operate it, adding to the number of high-paying technical jobs in the region.

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RICHMOND



With a solid base of education, industry and agriculture, Richmond continues to be the hub of Madison County.

City of Richmond
Population - 31,431

Richmond is perhaps best known for its role in the famed Civil War battle that took place in and around its borders.

Commemorating the conflict is only one of the many reasons thousands of visitors flock to the city each year for festivals, recreation, historic sightseeing and more.

Richmond has aggressively recruited business over the years, adding to the base of education, tourism and agriculture that helps the city weather changes in the business climate.



"We have been economically balanced so the big ups and downs don't affect us as much as other places," said Mayor Connie Lawson.

The steady expansion of jobs, tourism and education are evident in the city's array of parks and recreational activities, including a vibrant arts community.

"All these things came about after growth," Lawson said.

Lawson credits the presence of Eastern Kentucky University with fueling Richmond's growth over



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the past few decades. The \$14 million Business and Technology Center on the ECU campus is a focal point for business activities and education throughout the region. The center houses the safety and security business incubator that supports the development of technology-based start-up companies by providing access to resources, including a pool of trained student labor to assist in accounting, marketing, information systems and other activities.

For more than 75 years, the Richmond Chamber of Commerce

has supported business activities in the city, giving businesses a unified voice. More than 1,000 members work to make Madison County the economic hub of the region, with Richmond as the focal point.



The new ECU Business & Technology center \$14 million teaching facility opened in 2006. Phase 2 will include a 2,000 seat performing arts theatre and an adjoining conference center.

Richmond is rare among growing cities with a vibrant downtown business district that includes specialty retail shops and

clothing stores that draw people from the more recent suburban retail developments. The goal of the Richmond Main Street program is to maintain the vitality of the city's core, working with businesses and organizations to keep the central district a community asset.■

Contact information

City of Richmond

City Hall

239 W. Main St.

Richmond, KY 40475

(859) 623-1000

www.richmond.ky.us

Richmond Industrial Development Corp.

James H. Howard,

Executive Director

(859) 623-1000

www.richmond-industrial.org



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BLUEGRASS REGIONAL RECYCLING CORPORATION (BRRRC)

The BRRRC is a 501.C.3 nonprofit corporation established in March of 1990 and is dedicated to training and educating the public and governmental entities about the benefits of recycling. The BRRRC is also committed to developing workable recycling systems throughout Kentucky and the nation.

Career Development Program

CAREER DEVELOPMENT PROGRAM (CDP)

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BEREA



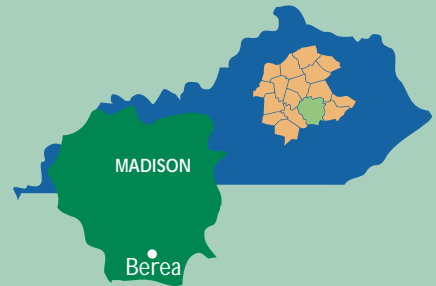
The historic Boone Tavern Hotel is undergoing a multi-million dollar renovation providing state-of-the-art business and personal amenities.

City of Berea
Population - 13,606

Berea blends a unique history with a forward-thinking outlook that's business friendly.

Although Berea is known as the Arts Capital of Kentucky and continues to build that reputation, the city is also actively seeking industrial and retail development to provide a balanced economic base.

The city is providing support to business incubators to attract high-tech businesses that can take advantage of the educated workforce available through Berea College, as well as



fostering arts-related businesses that capitalize on the city's arts tradition.

"We're going to diversify and expand the local economy by enhancing tourism and building on what the Artisan Center offers us by focusing on small business development," said Mayor Steve Connelly.

Berea has opened up 250 additional acres in one of its two business parks, providing plenty of room for industries to build in this desirable location. The parcel is about half a



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The quaint College Square and Old Town Artist Village areas provide attractions to both visitors and residents.

have shut down and moved production out of the country. Fortunately, the remaining manufacturing employers absorbed most of the job losses, an indication of the health of those companies. Connelly sees it as an indication of the need to diversify the economy, helping small and large businesses succeed in their respective niches. ■

mile from Interstate 75, and the CSX Transportation railroad runs along the eastern boundary of the park, making rail connections to the rest of the nation a possibility.

The industrial park will be home to a new technical/vocational school in the Madison County School system. Berea donated the land, with the agreement that the school will be available for training employees for existing and new

industries in the area.

It's one example of the cooperation among the governmental bodies in Madison County that makes it a fertile ground for business. "We market our county together and we figure that we all benefit within the county and regionally from this kind of approach," Connelly said.

Berea has felt the pain of losing major employers when factories

Contact information

City of Berea

212 Chestnut Street
Berea, KY 40403
(859) 986-8528
www.cityofberea.com

Tom McCay

Director of Business
Development
(859) 986-8528
www.cityofberea.com



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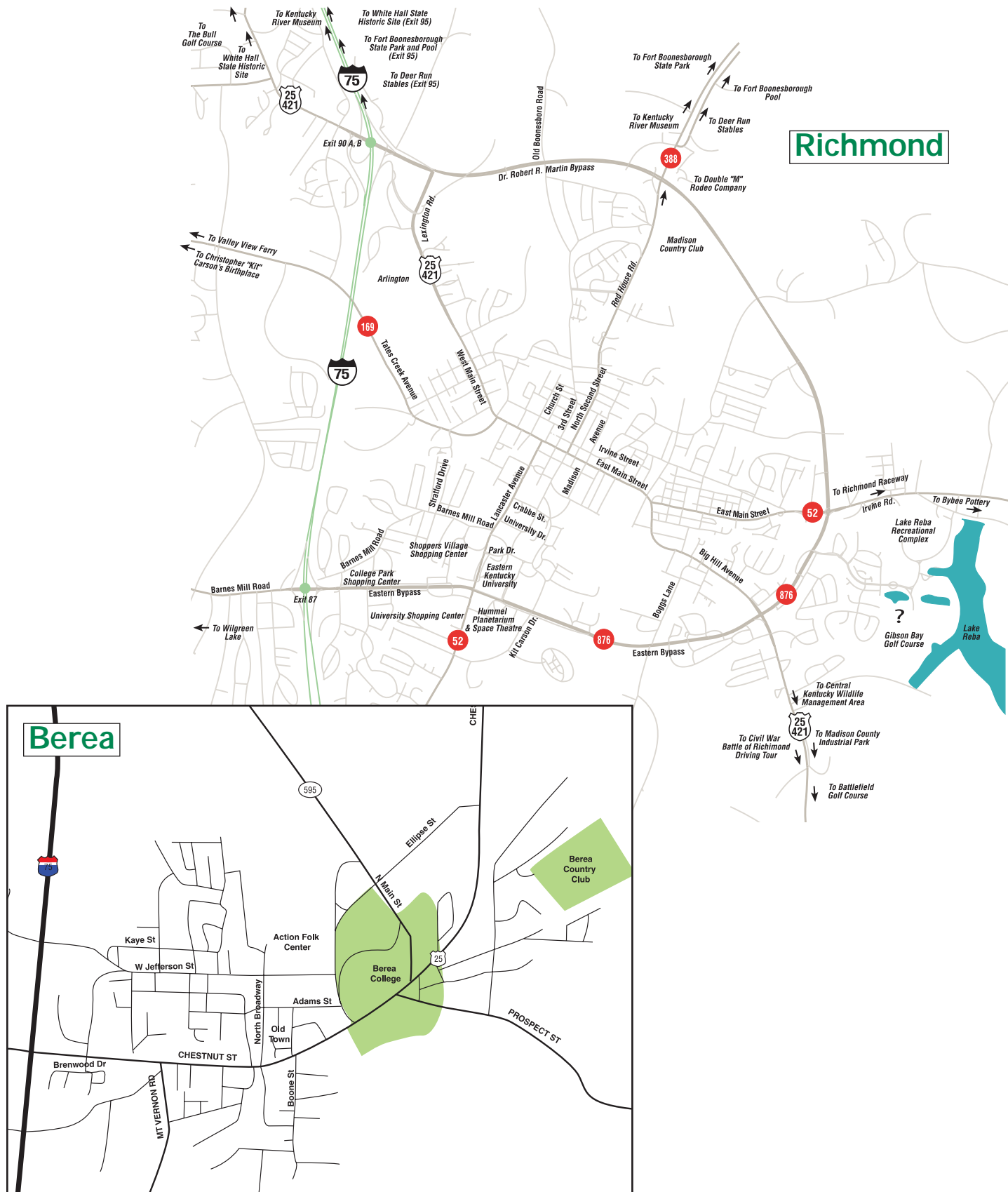
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LOCATOR MAPS

Richmond, Berea and Madison County



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