



MEMO

Finance

To: Finance and Personnel Committee
From: Marketing and Communications Manager
Date: 3/18/2024
Re: Financial Request Submission – Livability Fox Cities Brand Story Proposal

Background information:

In February, Livability reached out to the City of Kaukauna on behalf of the Fox Cities Chamber to see if we would be interested in having a place in the Livability Fox Cities magazine publication and website. Livability Fox Cities is one of the primary marketing tools that the Fox Cities Chamber, partnership and its members will use for talent attraction, business recruitment, tourism, and relocation throughout the year. Livability's integrated marketing program includes a print publication, digital magazine, and they promote the content on [Livability.com](https://livability.com)

Currently, when you type "Moving to Kaukauna" into Google, the first item that shows up is Livability's general stats page for the City. Here people can find demographics about Kaukauna and a map of its area, but that's the extent of it. Scroll down further and you find area articles, including a one-page brand story that the City of Neenah published in last year's Livability Fox Cities magazine.

Last year's edition of Livability Fox Cities Magazine (<https://livability.com/fox-cities/>) was the first for the Fox Cities region and launched in June/July of 2023. From June – December, the Livability Fox Cities online program pages had a reach of nearly 55,000 through Livability's website and social media. The most viewed page/story for all of the Fox Cities' content is Neenah's brand story.

A brand story is a sponsored article written and designed in the overall tone and style of the publication. It can be an overview of the City, focus on the City's history, highlight new initiatives and more. When creating a brand story, Livability's experienced writers will collaborate with the City to identify a focus for the article and will interview two sources of the City's choosing to include. Livability's graphic designers will also assist in creating appropriate graphics for the article, along with

an online medium rectangle ad that will link directly the City of Kaukauna's website. The brand story would be published in June 2024 and shared through June 2025.

A brand story package through Livability includes:

- Medium rectangle ad on Livability Fox Cities web pages that will link directly to the City's website.
- A PDF version of our brand story that we can share on social media, our website, with prospective businesses and developers, etc.
- Brand story will be placed in the magazine publication (print and digital magazine). It will also appear on our City of Kaukauna Livability page.
- 100 complimentary copies of the magazine that we can use at trade shows, healthcare provider offices, hotels, real estate companies, and various other spaces.

Information on Livability (from their website):

For nearly 30 years, Livability has worked with hundreds of communities developing content marketing programs showcasing why they are a great place to live with one simple goal: help cities attract and retain residents and businesses. Today we are one of the leading online resources used for researching communities. We publish monthly and annual lists of cities, defining the best places to live in America, and serve as trusted partners to cities, businesses and economic development organizations nationally.

Livability is the go-to resource for anyone looking to discover the best places to live, work and visit. Our specialty? Small to mid-size cities. There are so many amazing places to live beyond New York and L.A., and we take great pride in showcasing these fantastic communities.

Budget: City Staff is requesting \$8,670 from TIF money to create a brand story through Livability Fox Cities.

Strategic Plan: This aligns directly with the City's strategic objective to promote Kaukauna as a community of choice for residents, visitors, and business owners. Specifically, this has the opportunity to create a vibrant economy for all who live, work and play in Kaukauna by reaching literally thousands of people and businesses who are interested in moving to the Fox Cities.

Staff Recommended Action: Grant permission to the Marketing and Communications Manager to enter into an agreement with Livability Fox Cities to create a brand story article and advertisement for print and website.

Advertiser (Bill To):
Andrea Fencl
City of Kaukauna
 144 W. 2nd. Street
 Kaukauna, WI 54130
 920-759-5348 | afencl@kaukauna.gov

Agency :
No Contact

Sales Rep(s)
(316) Cheryl Meyer

Publication: Livability Fox Cities/Appleton WI
Contract Status: Proposed-Sent Out

Billing Email: NONE

Contract Description: 1 page Brand Story, Medium Rectangle, 100 Complimentary Copies

PRINT

Pub / IO #	Issue	Onsale Date	Position	Description
0897 / 119339	02		BRANDSTORY : Brand Story	Brand Story, Full Page Premium
Ad Close Date : 03/22/2024				
Item : Complimentary Copies				
Headline : Special Instructions : JCI Set AD				

WEB

Property / IO #	Flight Dates	Onsale Date	Position	Description
0897 / 119341	06/24/2024 to 06/30/2025			Online,Medium Rectangle
Headline : Special Instructions : JCI Set Ad				

Special Instructions

Total Summary

Space : \$8,610.00
 ADJ / DISC : \$60.00
 Agency DISC : \$0.00
 Sales Tax : \$0.00
Contract NET : \$8,670.00

Advertisement Terms

TERMS

NET 30 DAYS FROM DATE OF INVOICE. Rates are net unless otherwise indicated. Finance charge at a MONTHLY RATE of 1.5% is added to contracted balance if unpaid for 30 days. This is an annual percentage rate of 18%.

Credit Card Processing Fee

All payments processed by a credit card will have a 3% processing fee added to the balance.

CONDITIONS

This is an order and authorization to secure advertising space with Journal Communications Inc.

In the event the Advertiser or Agency needs to cancel the contracted advertising space, the Advertiser or Agency is required to submit written notice of cancellation within 7 days of contract, via certified mail, to Publisher.

In the event the Advertiser or Agency fails to adhere to the deadline for submitting ad materials as stated, Publisher will run a previous ad or run the Advertiser's name and address in the space committed for the ad.

Publisher reserves the right to hold the Agency and/or Advertiser jointly and severally responsible for monies due and payable to Publisher. It is further agreed that the Agency and/or Advertiser will pay a reasonable collection/ attorney's fee in the event that it is necessary to place this account in the hands of a collection agency/attorney for collection for any reason. Venue for any disputes arising hereunder shall be at Williamson County, Tennessee. Tennessee Law shall govern all provisions of this contract. The Agency agrees that it is acting for its disclosed principal, the Client, and as such binds itself and the Client to the terms and conditions of this contract. Agency shall be liable for payment of sums due hereunder.

Publisher may look to either Agency or Advertiser for payment. Payment by Advertiser to Agency does not alleviate obligation of Advertiser to Publisher for payment in full. The Publisher is not responsible for any errors in type set by the Publisher for advertisements that have been proofed and approved by the Advertiser or its Agency.

PROOFING POLICY

A PDF color proof will be emailed for approval prior to publication for all original ads. Changes requested by the Advertiser and/or Agency on this proof will be provided at no charge, and a second proof will be emailed if requested. ***Any changes requested by the Advertiser subsequent to the second proof will be billed for production time at an hourly rate (minimum \$50).***

Journal Communications Inc. does not provide a proof for ads submitted digitally or as film. Ad content subject to Publisher's approval. It is understood the Advertiser and/or Agency has approved the material prior to its receipt. Publisher will conclude that the files are set up as Advertiser and/or Agency intends them to be produced and we will output the ad as supplied. Publisher is not responsible for the final quality of the ad. If there is a pre-press problem with the submitted digital file, any extra charges incurred will be billed to the Advertiser and/or Agency with a detailed explanation of the problem.

Production Specifications

SUBMITTING A DIGITAL AD

For submitted digital files, our free services include checking Advertiser- and/or Agency-submitted files to ensure they meet our specifications for magazine printing. Journal Communications is not responsible for enhancing your digital files, resizing to match ad space purchased or proofreading for spelling and grammatical errors. The quality of submitted digital files is the responsibility of the submitter.

If files deviate from the size or specifications on the Digital Submission form, the files will be rejected and must be resubmitted.

Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the Advertiser intended and were approved prior to submission to Journal Communications Inc.

Any extra charges incurred by Journal Communications Inc. due to problems with supplied files will be billed to the Advertiser with a detailed explanation of the problem.

ORIGINAL ADS

Journal Communications Inc. can assist in producing an original ad. Advertiser and/or Agency should provide a basic layout with all necessary materials to produce ad. The advertising salesperson will assist in this process. Journal's Ad Production division provides basic typesetting and design services for original ads free of charge. **These do not include services that an advertising agency would provide.** Journal Communications free basic typesetting and design services include:

- Typing customer-provided text
- Choosing a visually pleasing, professional font

- Placing logo and/or photos in provided layout.

Custom production work, such as cleaning up rough logos, resetting logos, drawing maps and outlining photos, can be performed at an extra charge. Custom work is billed at \$75/hour.

Custom photo work, such as feathering, fading or custom edging, can be performed at a fixed rate per photo. *Please note: All charges/rates listed are subject to change.*

FORMATTED ADS

- All ads produced by the Publisher are formatted in the style approved by the magazine client.
- Visit ads.jnlcom.com for specifications and submission guidelines.
- A low res color PDF proof will be emailed prior to publication.
- Custom production work available at an hourly rate of \$75/hour.

Please note: All charges/rates listed are subject to change.

ONLINE ADS

Visit livmedia.com/ads for submission guidelines.

LISTING ENHANCEMENTS

For enhancements that include a logo, new logos must be submitted by the materials deadline on the contract. Logos that are not received by the deadline will receive a standard logo to be determined by the Publisher.

I, _____, hereby authorize, and agree to all terms and conditions of, this contract.

Welcome HOME

Clinton County's innovative programs attract top talent to the region

After working for the U.S. Army for nearly 20 years, they were ready to start a new chapter in their lives. The challenge was finding a place to call home. In Clinton County, they found it. "When a region actually reaches out and says, 'We're looking for veterans and the companies we work with are looking for veterans,' you jump all over that."

Clinton County's innovative programs attract top talent to the region. The county's economic development team works closely with local businesses to create a supportive environment for veterans and their families. This includes providing job training, mentorship, and access to local resources. The county also offers tax incentives and grants to encourage businesses to hire veterans. "We're not just looking for veterans; we're looking for the companies that can provide them with the skills and experience they need to succeed in the workforce," says the county's economic development director. "By working together, we can create a strong and sustainable economy for everyone."

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SPONSORED BY CLINTON REGIONAL DEVELOPMENT CORPORATION

UNLOCKING Success

Aviatrix Accelerators is a powerful force in the region's economy

Aviatrix Accelerators is a powerful force in the region's economy. The program provides startups with the resources and support they need to succeed. This includes access to a network of investors, mentors, and industry experts. "We're not just providing funding; we're providing a comprehensive ecosystem of support," says the program's director. "By working together, we can help startups grow and create jobs in the region." The program also offers legal and financial advice, as well as access to local government resources. "We're committed to helping startups succeed and creating a strong and sustainable economy for everyone," says the program's director. "By working together, we can help startups grow and create jobs in the region."

SPONSORED BY AVIATRIX ACCELERATORS

Summit Supports Community

Local credit union partners to business and economic growth of Madison area

Summit Credit Union is a powerful force in the region's economy. The credit union provides businesses and individuals with the financial services they need to succeed. This includes access to a wide range of products and services, including loans, savings accounts, and credit cards. "We're not just providing financial services; we're providing a comprehensive ecosystem of support," says the credit union's CEO. "By working together, we can help businesses and individuals grow and create jobs in the region." The credit union also offers financial education and counseling, as well as access to local government resources. "We're committed to helping businesses and individuals succeed and creating a strong and sustainable economy for everyone," says the credit union's CEO. "By working together, we can help businesses and individuals grow and create jobs in the region."

SPONSORED BY SUMMIT CREDIT UNION

REMOTE WORK Revolution

ADG helps businesses plug into new opportunities

ADG is a powerful force in the region's economy. The company provides businesses with the technology and support they need to succeed. This includes access to a wide range of products and services, including software, hardware, and consulting. "We're not just providing technology; we're providing a comprehensive ecosystem of support," says the company's CEO. "By working together, we can help businesses grow and create jobs in the region." The company also offers training and development, as well as access to local government resources. "We're committed to helping businesses succeed and creating a strong and sustainable economy for everyone," says the company's CEO. "By working together, we can help businesses grow and create jobs in the region."

SPONSORED BY ADG

THE STORY OF BRAND STORIES

The Best of BOTH WORLDS

Worcester offers big-city opportunities, small-city charm

Worcester offers big-city opportunities, small-city charm. The city is a unique blend of urban and rural life, offering a wide range of amenities and services. This includes access to a wide range of products and services, including shopping, dining, and entertainment. "We're not just offering amenities; we're offering a comprehensive ecosystem of support," says the city's mayor. "By working together, we can help businesses and individuals grow and create jobs in the region." The city also offers a high quality of life, with access to parks, schools, and healthcare. "We're committed to helping businesses and individuals succeed and creating a strong and sustainable economy for everyone," says the city's mayor. "By working together, we can help businesses and individuals grow and create jobs in the region."

SPONSORED BY CITY OF WORCESTER

ENERGIZING the Valley

Appalachian Power fuels economic development, workforce innovation

Appalachian Power is a powerful force in the region's economy. The company provides businesses and individuals with the energy and support they need to succeed. This includes access to a wide range of products and services, including energy, water, and waste management. "We're not just providing energy; we're providing a comprehensive ecosystem of support," says the company's CEO. "By working together, we can help businesses and individuals grow and create jobs in the region." The company also offers training and development, as well as access to local government resources. "We're committed to helping businesses and individuals succeed and creating a strong and sustainable economy for everyone," says the company's CEO. "By working together, we can help businesses and individuals grow and create jobs in the region."

SPONSORED BY APPALACHIAN POWER



Taking Corporate Citizenship to New HEIGHTS

Amazon invests generously
in Tennessee's future

In 2010, U.S. technology and retail company Amazon ventured southeast from Seattle and began planting roots in Tennessee. Pleased to welcome the economic investment and high-paying jobs, the state happily invited the new neighbor from the West Coast to make themselves at home here in the Mid-South.

A little more than a decade later, that early relationship has

blossomed into a true partnership alongside Amazon's deepening commitment to Tennessee.

"We're proud of our more than \$11 billion in investments across Tennessee and to be creating economic opportunity for the state and its residents," says Holly Sullivan, head of Worldwide Economic Development at Amazon.

"From customer fulfillment centers in Memphis and Chattanooga to Amazon Nashville, our corporate office currently under construction in Music City, we've created more than 25,000 full- and part-time jobs in Tennessee, and we're just getting started."

Equally impactful is the indirect benefit of having such a large Amazon presence in the state.

More than 28,000 small and medium business sellers and independent authors in Tennessee have been able to grow their business and their brand in collaboration with Amazon.

Since 2010, Amazon's investments have

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- Holly Sullivan, Head of Worldwide Economic Development at Amazon

contributed more than \$13 billion to the Tennessee economy. Methodology developed by the U.S. Bureau of Economic Analysis indicates more than 20,000 jobs have been supported on top of the company's direct hires in Tennessee.

And then there's the convenience factor with four delivery stations, a Prime Now hub, six Whole Foods Markets and an Amazon Books location, making it easy to have essentials and extras delivered to the door - a benefit that became even more critical during the pandemic.

As important as the economic gains have been, perhaps the most lasting value of having Amazon in Tennessee has been the company's unwavering commitment to truly become part of the community.

Amazon quickly showed they were "Nashville Strong" when tornadoes ripped through Middle Tennessee in March 2020. In short order, the company had boots on the ground in affected neighborhoods, leveraging their logistics network to ensure residents and local organizations received

critically needed supplies. Amazon also has taken a leadership role in tackling long-term issues, recently announcing a large gift to address housing insecurity.

"Amazon's \$2.25 million donation to The Housing Fund will immediately support hundreds of families across Nashville, a community we are now proud to call home," Sullivan says.

And while the company has proven ready and willing to step up in a crisis, like any good neighbor, Amazon is also happy to celebrate the milestones.

In January 2021, coinciding with the opening of the National Museum of African American Music in Nashville, Amazon donated \$1 million to sponsor several initiatives, including "A Soundtrack for All: Amazon STEAM Days," which will help support field trips for area students.

A decade after Amazon first arrived in Tennessee, the company has really become an integral part of the community - whether delivering products or an extending a neighborhood helping hand.



Amazon plans to create 5,000 tech and corporate jobs over the next few years. With more than 1,000 employees already hired, the growing team will be based out of the new Amazon Nashville offices, which are scheduled to open later this year.



Amazon founder and CEO, Jeff Bezos, attends a 2019 event for the Amazon Future Engineer program, supporting computer science education at Metro Nashville Public Schools.

— SPONSORED BY AMAZON ECONOMIC DEVELOPMENT

Time to Hop on the *Brand Wagon?*

In a multimedia world, the rules have changed when it comes to audience engagement. To be successful, marketing must encompass print, digital and multiple social platforms to reach key constituents across myriad channels.

And the messaging must be compelling enough for savvy consumers to do more than simply "buy" a product. Today, **audiences want to "buy into" brands that are authentic.**

To help meet those multifaceted demands, Livability Media launched brand stories in 2017. The concept has experienced exponential growth, currently totaling 100 brand stories a year and counting. **It's the art of selling without selling.**

Well-designed and informative content strikes a chord both with sponsoring organizations and audiences.

Here are things that set better brand stories apart:

- » Crafted by professional writers **working in concert with a sponsoring organization.**
- » Highlighting specific **items of legitimate interest** to readers about a product, place or organization. No puffery, please.
- » Communicate in a **non-promotional style and tone** more akin to a feature article than advertisement (we can help with that).
- » Designed in **solid editorial formats with compelling photography.**
- » Discretely **labeled as sponsored content for transparency** and to engender reader trust.

As shown on these pages, we have successfully showcased brand stories covering multiple business sectors including government, finance, transportation, education, health care, manufacturing, energy, economic development, real estate and niche enterprises.



A Business WITH A MISSION
Lee Company honors God in all of its work.

“We believe if we treat our employees as well as we want to be treated, they will go out and do a great job. That’s really our secret sauce.”
— Richard Perks, Lee Company President & CEO

“Training and education help us...”

“This looks great!! You guys did a fantastic job on the copy and the layout.”

— Emily Bonomo, Lee Company

Brand Stories from 2019 to 2021

2019

35

2020

59

2021

104

DIGITAL EXPOSURE

All brand stories appear in the printed copy of the magazine, the digital version of the magazine and as a stand-alone article on Livability.com.

Livability Media’s print publications have a defined audience, with distribution that may be primarily local and regional. **Digital brand stories can reach Livability.com’s entire national audience** via the website, which amplifies the distribution of the article tenfold.

The brand content package provides sponsors with flexibility to **expand visibility through their own networks**. The URL is completely sharable and can be used across various social media platforms, including Twitter, Facebook and LinkedIn.

Additionally, a brand story can be used on the sponsor’s website,

FINE-TUNING THE MESSAGE with Third-Party Perspective

ZMM Architects Engineers of West Virginia has purchased brand stories in back-to-back publications of Livability’s Advantage Valley magazine, promoting the economic vitality and quality of life in the Charleston-Huntington metro areas.

Initially purchased to support the community’s economic development efforts, architect Adam Krason, principal at ZMM, says the content turned into something more for the firm. “Working on the brand story, we had to look at the bigger picture and really think through the who, why and how,” Krason explains. “It was great to get an outside perspective of how to tell our story.” Krason says the sponsored content has enhanced the company’s marketing

BUILDING ON A STRONG FOUNDATION

ZMM Architects & Engineers has left its mark on the Mountain State since 1959.

“Even though we’ve made our name every day,” says Adam Krason, AIA, LEED AP, “because of the respect we have for the client’s vision, there’s always a ‘strong’ design.”

Although known for work on municipal and municipal facilities, the firm’s broad scope of projects and ability to provide a wide range of services has helped the firm thrive.

“Take an integrated approach to building design. ZMM offers a full range of services — from architecture and interior design to engineering and construction administration — to help our clients achieve their goals.”

“The building changed from a simple office building to a new facility for the Mountain State. It’s a testament to the firm’s ability to adapt to the client’s needs.”

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as handouts at industry events and in media kits to tell the story of a brand in a new way.

Joann Hussey, communications manager for the City of Hollywood, Fla., says **flexibility is vital**. “Any ads we do, we’re sharing on multiple platforms,” she explains. “We have found success in moving away from legacy media to new emerging technologies. These outlets you never would have thought of years ago are the ones generating leads.”

efforts without taking time away from their core mission of building and design. ZMM brand stories are used online, across social media networks and to provide insights into the company for potential clients and other media inquiries. “When you combine all those things, it seems to be a really good value for us,” Krason adds. “It’s great to have this collateral material to share.”



An INNOVATIVE ELEMENT IN A COHESIVE MARKETING CAMPAIGN

For Joann Hussey, communications manager for the City of Hollywood, Fla., the two-page spread in the Greater Fort Lauderdale magazine **is part of a much larger, ongoing branding campaign.**

Several years ago, she says, the city recognized there wasn't a consistent look across departments or within the community.

Months of due diligence led to a new color palette, standardized logo and cohesive messaging touting Hollywood's many assets.

"Because we have such a small budget for economic development marketing in the city, the publications and outreach mechanisms are chosen very carefully to maximize our reach, our impressions and the dollars," Hussey explains.

Purchasing a two-page spread, **Hollywood incorporated multiple pictures and short copy blocks** to highlight business advantages and quality of life.

"It gave us the room to not only raise awareness but also to tell our brand story in a unique way."

Head to HOLLYWOOD
See Life. See Opportunities in South Florida

1. Location
A prime location with five air ports makes Hollywood an excellent location for businesses. The city is centrally located between Fort Lauderdale and Miami in southwest Florida. It is only 30 minutes from the International Airport and 15 minutes from the Port of Miami. The city is also home to the Florida Turnpike and Interstate 75, providing easy access to Fort Lauderdale, Ocala and Orlando. Hollywood is a vibrant, growing community with a diverse population and a high quality of life.

2. Beach & Boardwalk
Hollywood's beautiful beach is a major attraction. The beach is clean, well-maintained and offers a variety of amenities including lifeguards, restrooms and showers. The boardwalk is a vibrant, walkable area with shops, restaurants and entertainment. The beach and boardwalk are a great way to enjoy the sun and sand in Hollywood.

3. Vibrant Downtown
Hollywood's vibrant downtown is a great place to live and work. The downtown area is filled with shops, restaurants and entertainment. The city is also home to the Hollywood Theatre, a historic building that has been restored and is now a premier venue for live performances.

4. Arts & Culture
Hollywood is a vibrant, growing community with a diverse population and a high quality of life. The city is home to the Hollywood Arts Center, a premier venue for live performances. The city is also home to the Hollywood Museum, which showcases the city's rich history and culture.

5. Lifestyle
Hollywood offers more than just parks, the golf course, beautiful beaches, excellent restaurants, shopping and entertainment. The city is a vibrant, walkable community with a great quality of life. The city is also home to the Hollywood Theatre, a historic building that has been restored and is now a premier venue for live performances.

6. Business Incentives
Hollywood's prime location, vibrant downtown, beautiful beach and boardwalk, and excellent schools, are just some of the many reasons why Hollywood is a great place to live and work. The city also offers a variety of business incentives to attract new businesses to the area.

7. Make Hollywood Home
Hollywood offers more than just parks, the golf course, beautiful beaches, excellent restaurants, shopping and entertainment. The city is a vibrant, walkable community with a great quality of life. The city is also home to the Hollywood Theatre, a historic building that has been restored and is now a premier venue for live performances.

SPONSORED BY THE CITY OF HOLLYWOOD AND HOLLYWOOD COMMUNITY DEVELOPMENT AGENCY

THINK OF THE READER FIRST

Successful brand stories include these five key elements:

- » **Be specific:** Avoid industry jargon and generalizations. Focus on something objectively interesting, perhaps even surprising to the reader.
- » **Differentiate:** What makes your organization different or special (such as a photo of Jeff Bezos amid a pod of schoolchildren)? What do you offer that sets you apart from your peers? What are you proud of?
- » **Make it memorable:** Useful information and infographics help readers connect to and recall your story. Readers today are often scanners and skimmers.
- » **Use visuals effectively:** Artwork and design help bring the article to life. Good headlines and captions are important. Well-composed and colorful photos draw readers into the article. (We can help you pull that off.)
- » **Keep the conversation going:** Make it easy for readers to connect for additional information using a website, phone number or pointing them toward social media channels.

Forging AHEAD
Boyd County offers arts, heritage and outdoors

On the beautifully landscaped riverfront of Ashland in Boyd County, Kentucky, an imposing bronze statue of Vulcan - the Roman god of fire - towers his blacksmith's hammer to the sky, symbolizing the region's rich metal-working history.

One not-to-be-missed landmark: Paramount Arts Center, an architectural marvel and host to Broadway musicals and concerts.

Another is the Highlands Discovery Museum with exhibits ranging from a 19th-century classroom to a display about Kentucky's acceptance of the state's connection to the music industry.

The Judds and Chris Stapleton. Fondly known as "BOCO", Boyd County is also home to King's Daughters Medical Center and the Marathon petrioleum refinery in Catlettsburg, which employs thousands.

Camp Landing, a massive sports complex and hotel in the works, will soon be offering even more entertainment options with a bourbon distillery, movie theater and Malibu Jack's indoor theme park.

Boyd County's many amenities make it a popular place to visit.

SPONSORED BY BOYD COUNTY TOURISM

"This is seriously great! Thank you again for this story, it is wonderful!"

— Andrew Steele, Boyd County Tourism & Convention Bureau



Forged by Water

The city of Neenah is flowing along quite well

Its very name means water, and water has shaped every aspect of life in Neenah.

Situated at the confluence of the Fox River, Little Lake Butte des Morts and Lake Winnebago, Neenah was the birthplace of Kimberly-Clark and, today, is home to thriving industries and several corporate headquarters.

“That waterway is incredibly important to our story,” says Jane Lang, Neenah’s mayor and a longtime resident. “To me, our story is one of perpetual innovation, creativity and an incredible record of philanthropy. The natural beauty here – the power of the waterway – was harnessed to create industry that built our

community, along with a strong focus on giving back.”

The water makes for exceptional quality of life and outdoor experiences, from fishing and boating on Lake Winnebago, to hiking around Little Lake via the Loop the Lake Trail.

“With four different trestles that navigate the water, people have an opportunity to really experience it up close,” says Brad Schmidt, Neenah’s deputy director of community development.

One of Neenah’s newest amenities is the Plaza at Gateway Park, a community gathering space and ice rink that was ranked as one of the 10 most charming in the nation

by national lifestyle website Best Life, alongside other well-known rinks like Rockefeller Center in New York City and Winter Wonderland in Jackson Hole, Wyoming.

“Downtown is where our industry began, and it is still the heart of Neenah today,” explains Chris Haese, director of community development. “We’ve had plenty of people say they have driven past on I-41 for many years, and when they finally come into town, they are astonished at all they see.”

Health care and education are also strengths. ThedaCare Regional Medical Center in the heart of downtown boasts a Level II trauma center, and Neenah’s schools are highly ranked.

“You can see that those in the past were really thinking about future generations,” Lang adds. “Not just their moment in time but planning and preserving and promoting what would be best for the future.”

Haese echoes that sentiment. “We are always working to be better at what we do, and how we grow and develop,” he says. “That means supporting one another and being stronger as a community.”



The city of Neenah is full of natural beauty due to its access to the water.



Community-Based, WITH A CLEAR VISION

UT Martin builds a talent pipeline for the region

Drawing on its deep roots, the University of Tennessee at Martin is poised to support the region's growing workforce needs.

In addition to its main campus, UT Martin has five regional centers that make higher education and training even more accessible to students across West Tennessee.

"Our regional centers are there to serve nontraditional or place-bound students," says Alisha Melton, UT Martin's executive director of the Office of Research, Outreach and Economic Development.

The regional center in Somerville, for example, is only 20 minutes from the Ford Motor Co.'s BlueOval City site, a planned automotive assembly complex under construction northeast of Memphis.

"Our focus is on workforce development," says Melton. "We're exploring programs that will benefit not only Ford, but also

other businesses and industries in our area. We're concentrating on mechatronics and hands-on skills to prepare our students for the change that's coming, as well as stackable credentials and pathways for students coming out of high school."

UT Martin enjoys a close relationship with its hometown. Brad Thompson, director of community development for the City of Martin – and, like Melton, a graduate of the university – says: "The university is what makes Martin, Martin."

Thompson says the Town and Gown Association helps keep those ties strong, including plentiful ways for students and the community to come together throughout the year, including local opportunities for dining and shopping.

From the summer Music in the Park series that regularly draws students from their homes across the region to student and community collaboration

for the annual Tennessee Soybean Festival, Melton says students feel embraced by the city.

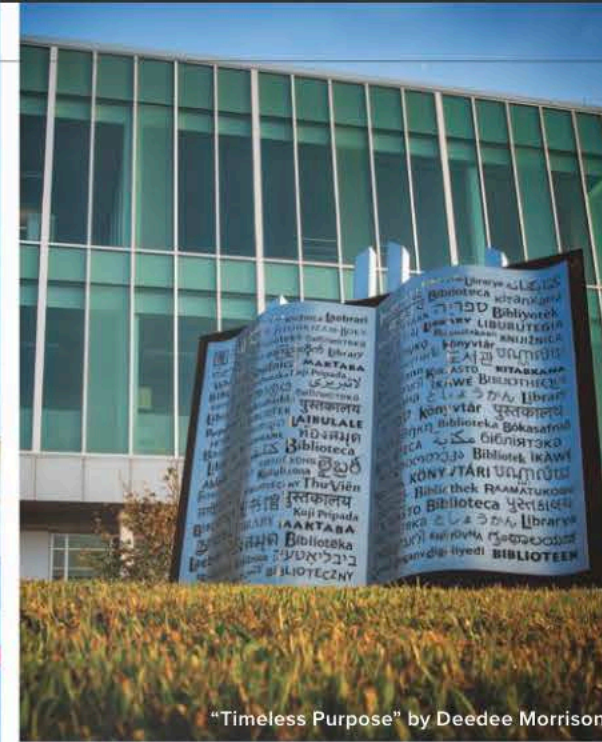
She says she often hears from parents about the confidence they feel because of the attentive, supportive community in Martin.

"Now," Melton says, "UT Martin is uniquely positioned to positively affect our entire region. With Ford coming in, and the explosion of economic development that's going to happen in the next five to six years, we have so many resources in the form of people, knowledge and outreach that will benefit our communities. It's really exciting to be part of that and to know we're helping guide the way into the future."

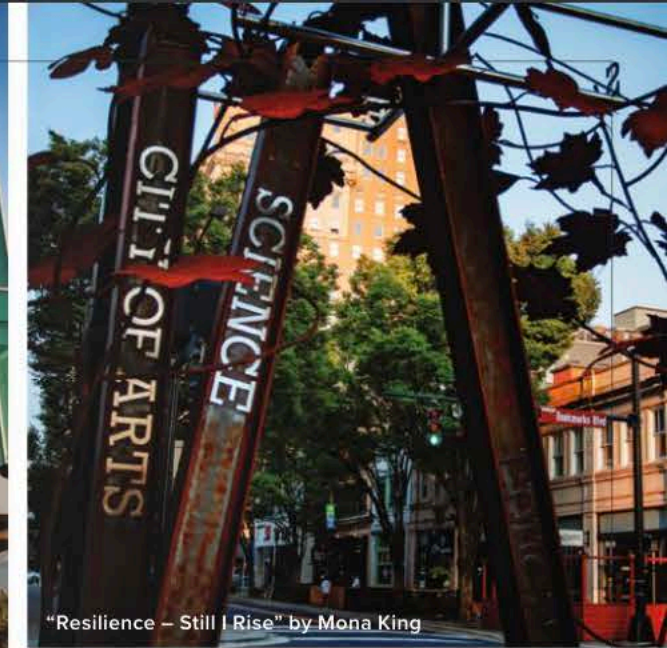
The City of Martin works closely with the University of Tennessee at Martin to help facilitate workforce development.

The Art OUTDOORS

Creativity is on display throughout the city of Winston-Salem and Forsyth County



"Timeless Purpose" by Deedee Morrison



"Resilience – Still I Rise" by Mona King



Left: "Winston-Salem Fairgrounds Farmers Market Mural" by Hieronymus; "Daybreak Along the River" by DAAS

Art has long held a special place in the heart of Winston-Salem and Forsyth County. In fact, way back in 1949, the city and county teamed up with the Junior League of Winston-Salem to establish the nation's first local Arts Council. Over the years, Winston-Salem became known as the "City of Arts and Innovation."

These days, the arts are on display like never before, thanks to the formation in 2016 of the Winston-Salem/Forsyth County Public Art Commission. One of the primary goals of the commission is to add large-scale public art pieces to downtown Winston-Salem – along with the surrounding neighborhoods, parks and public facilities – as a way

to reflect the diverse community.

As the commission stated in its 10-year plan: "What we choose to display on our public property expresses our values as a community."

As a result, there are now works of art on buildings, bus stops and along bike paths. Sculptures stand stoically at street corners and storefronts, while numerous vibrant murals provide a colorful backdrop.

"We've found that public art helps people identify with the city and gives them a sense of pride about living here," says Kelly Bennett, a principal planner for Winston-Salem/Forsyth County, who oversaw

the formation of the public art program. "Having murals and sculptures and art events helps attract a creative group of people. So, we really want to put our best face forward by supporting public art from our local artists."

For example, the commission partnered with the Winston-Salem Transit Authority to start the Artistic Bus Shelter Program, compensating local artists to display their work throughout the city's various transit stops.

"They'll submit their art to us, and we'll print it on vinyl and install it on bus shelters," Bennett says. "It gives artists a pathway to building

their public art portfolio."

The commission also is assisting local sculptors in creating three-dimensional works of art. Officials connect artists with local material fabricators, who work together to construct and install the piece.

That is how Mona King was able to get her 14-foot-tall metal sculpture

"Resilience – Still I Rise" placed in front of Link Apartments® 4th Street on the corner of Fourth and Spruce streets in downtown Winston-Salem. Bennett says the city and the developer split the funding cost for the piece, and the commission assisted her throughout the two-year creation process.

"My idea was to represent the past, present and future of Winston-Salem," King says. "Each beam has something on it that represents the city – business, education, innovation, arts – and then around the columns there are a series of vines to represent growth, and the resilience of Winston-Salem as the city has re-created itself over the years.

"I'm proud as a creative person that more emphasis is being put on public art," she continues. "We're starting to see more murals and other public displays. Public art makes you pause and think. It provides beauty. It's just a great thing for Winston-Salem to have."

"Having murals and sculptures and art events helps attract a creative group of people."

– Kelly Bennett, a principal planner for Winston-Salem/Forsyth County



Dreaming BIG

Anything's possible
in the Lehigh Valley

What do Mack Trucks, Crayola crayons, Martin Guitars and marshmallow Peeps have in common?

No, it isn't a riddle your fourth-grader made up – each of these companies are headquartered in the Lehigh Valley.

The region's days as a steel hub are long gone, but the area is gaining recognition for being a place where diverse companies across various sectors, including pharmaceuticals, life sciences, manufacturing,

and food and beverage have made a home.

"We've gone from being about steel for decades to a modern economy," says Don Cunningham, president & CEO of the Lehigh Valley Economic Development Corp. "We have diverse and multifaceted business services. If one sector is struggling, the others prop up the local economy. It's a much healthier and diverse model, and one that shows GDP growth year after year."

The region's initiative, "Made Possible in Lehigh

Valley" (in tandem with the statewide initiative, "Work Smart. Live Happy.") encourages would-be newcomers to explore excellent employment opportunities available in the area – whether someone is just launching their career or looking to level up – plus its high quality of life.

As an example, the cost of living in Lehigh Valley is half of what it is in New York City, which is a mere 90 minutes away.

The area offers ample opportunities for remote

and co-working office space, affordable real estate and is home to 15,000 businesses. With both small businesses and corporations, it's the people who work there that build the local community.

"We employ about 1,300 people in the valley," says Crayola CEO Rich Wuerthele. "Our main manufacturing facility makes 13 million crayons a day – that's 90 percent of the crayons that are used around the world annually – we have another facility that makes Silly Putty,



paint, art kits and Model Magic, and a distribution center that sends things around the globe, so we're really committed to the Lehigh Valley, and they're committed to us."

"We have over 200 employees that have over 20 years

with us," Wuerthele continues, "and it's impossible to walk through the office or shop floor without seeing someone who has been with us for that long or longer, and that's wonderful."

"We have diverse and multifaceted business services. If one sector is struggling, the others prop up the local economy. It's a much healthier and diverse model, and one that shows GDP growth year after year."

– Don Cunningham, President & CEO of Lehigh Valley Economic Development Corporation

The pandemic's silver lining in the Lehigh Valley was that many companies took advantage of the downtime to announce expansion or construction projects.

Mack Trucks (which recently underwent an \$84 million dollar local expansion and employs about 2,500 people) is manufacturing its first fully electric garbage trucks in the same facility where it assembles trucks distributed across North America.

In fall of 2020, Martin Guitar opened a new 200,000-square-foot distribution facility designed to increase efficiency. The company has had a presence in the Lehigh Valley for 180 years and makes guitars used by celebrities from Ed Sheeran to Eric Clapton.

Fostering an environment that's great for both companies and residents is a recipe for success – one that the region has excelled at. Whatever your dreams may be, they're attainable in the Lehigh Valley.

Many companies in the Lehigh Valley have announced expansions or construction projects, adding to the area's thriving economy.