

# 2020 Review of KEDCO's MISSION IN MOTION

## FINDING A WAY IN 2020

We are two-years into our strategic launch, which saw KEDCO shift its focus toward a broad portfolio of initiatives that build on our community's legacy of entrepreneurship, address the area's shortage of workforce housing, and partner with companies to support talent recruitment and retention. We are beginning to become known for the problems we solve and are pleased to celebrate the successes we have seen working alongside so many companies, communities, and economic development partners.

-Alan Tio, KEDCO CEO

## OUR MISSION

KEDCO's mission is to **convene**, **build**, and **show** Kosciusko County's talent, ideas, and capital. Here's a glimpse of how we carried our mission forward, onward, and upward in 2020.

## CONVENE

We continue to bring people together to create new connections and opportunities in the community. KEDCO offers roundtables and meetups for business leaders and entrepreneurs—some industry-specific—and for newcomers to the area in effort to attract and retain talent.

CONVENED  
**900+**   
INTERACTIONS AT  
MEETUPS, EVENTS  
AND ROUNDTABLES

## IN RESPONSE TO COVID-19

With support from the City, County, Town of Winona Lake and OCRA, KEDCO launched the **Small Business Relief Fund** to support recovery and job retention.

KEDCO also launched "**KEDConnections**" a virtual series covering COVID-19 related topics to bring together business and community leaders.

## SOCIAL SNAPSHOT

40% increase in **Facebook** following from 2019 to 2020.

72% (avg.) of followers on **LinkedIn** interacted with KEDCO posts in 2020.

KEDCO launched a **photo contest** via Instagram to build community pride, and share a glimpse of life in K-County!



## BUILD

Introductions and referrals between business, community and economic development partners for **new projects or initiatives**.



Established a new partnership with TMap to support KEDCO's **Talent Initiative**.

KEDCO refreshed its **brand identity** to align with its evolved business model, and mission to convene, build and show Kosciusko County's talent, ideas, and capital. And KEDCO relocated its offices to a shared space with OrthoWorx in the Warsaw City Hall building.

KEDCO launched county-wide housing initiative and established the **Kosciusko Workforce Housing Corporation** and **Kosciusko Development Land Trust** to address housing needs.



The **Argonne Road Corridor** vision plan was completed in 2020. The plan includes six different "catalyst" sites with mixed-use development opportunities. Site tours were offered to developers and community leaders last November to share possibilities and spark ideas.

**Warsaw Tech Park** planning is underway, and plans include a "front-door" facility for entrepreneurs.



## SHOW

Interactions with **35** different companies led to **25** new economic development **partner referrals**, and **15** are pursuing **job creation and investment projects**.

KEDCO hosted **ag+bio+science** event for local students called **AG + INNOVATE**.

KEDCO launched the "**Clearly Kosciusko**" **podcast series** in partnership with J.C. Innovations. The podcast celebrates what is unique, what is special, what is... Clearly Kosciusko. Check it out by visiting KEDCO's website: [kosciuskoedc.com](http://kosciuskoedc.com).



## A FEW STORIES

KEDCO came alongside a local small business to help the company navigate various challenges, and create an actionable and measurable strategy for the business.

KEDCO helped connect a local medical device company with a medical device testing laboratory to help the company reduce cost and time-to-market.

A local small business of 25 years that manufactures specialty boats was able to secure a loan from KEDCO's Small Business Relief Fund for support in keeping key employees during the COVID-19 shutdown.