

Community & Economic Development Initiative of Kentucky

CEDIK 2017 Impact Report



ENGAGED COMMUNITIES
VIBRANT ECONOMIES

 University of
Kentucky

*College of Agriculture,
Food and Environment*

cedik.ca.uky.edu

WELCOME

- 4 Economic Development
- 7 Healthy Communities
- 10 Community Design
- 13 Community Leadership Development
- 16 Arts Engagement



2017 was an exciting year for CEDIK! Our team grew to reflect our expanded efforts in downtown revitalization, community business retention

and expansion, and regional arts engagement. As a result of local needs, we have also opened a satellite office in London, Kentucky. We are fortunate to be working with both an Extension and a new External Statewide Advisory Council that provide input that helps shape CEDIK's plan of work.

Over the course of the next year, we will be enhancing our downtown revitalization efforts by working closely with the Foundation for Appalachian Kentucky, the Kentucky Main Street Program, and the Kentucky Small Business Development Center.

We are also excited to announce we are launching several new programs this year including a program dedicated to rural retailers and their workers with the Kentucky Retail Federation, Goodwill, and Walmart.

Our research team had an equally productive year and the report highlights their accomplishments. This year the team is preparing to release a new online system for community data profiles. In addition, we are working on nascent research related to emergency medical services (EMS) and access to care as well as some exciting research related to local food systems.

If there is anything we can ever do for you please call on any of us! We are happy to jump in a car and travel as far west, east, north or south to partner with you on programs that can build engaged communities and vibrant economies.

Alison Davis
Executive Director



CEDIK Faculty and Staff, August 2017

(Left to Right) Dr. Jayoung Koo, SuZanne Troske, Joe Kercsmar, Karen Fawcett, Dr. Daniel Kahl, Melissa Bond, Dr. Jairus Rossi, Ryan Sandwick, Sarah Frank Bowker, Simona Balazs, Sky Marietta, Luke Ramsay, Natalie Cunningham, Shane Barton, Dr. Alison Davis, and Kristen Wilson Watkins. Not pictured: Melody Nall and Mercedes Maness

2017-2019 Statewide Advisory Council

- | | |
|-----------------|----------------------|
| Joel Brashear | Elaine Russell |
| Joe Crawford | Rachelle Seger |
| Al Cross | Lora Smith |
| Amanda Fryman | Denise Thomas |
| Janet Harrah | Jennifer Beck Walker |
| Debbie Johnson | Tony Watkins |
| Tad Long | Jenny Williams |
| Rebecca Matheny | Ashton Potter Wright |
| Margy Miller | |

2017-2019 Extension Agent Advisory Council

- | | | |
|------------------|-----------------|------------------|
| Dan Allen | Leann Martin | Kathryn Wimberly |
| Mary Averbeck | Hannah Mayrand | Leslie Workman |
| Vicki Boggs | Dennis Morgeson | Vicki Wynn |
| Chad Conway | Chaquenta Neal | Angie York |
| Tracy Cowles | Debbie Shepherd | |
| Thays Flores | Anne Stephens | |
| Luke Fries | Rita Stewart | |
| Lindie Huffman | Susan Turner | |
| Courtney Jenkins | Jeremy Williams | |



A three year, Appalachian Regional Commission funded effort taking place in the Promise Zone, a cluster of 8 counties in southeast Kentucky.

CEDIK's Promise Zone Downtown Revitalization project launched in April of '17 as an effort to engage local communities around a variety of topics and themes to support long-term revitalization strategies in a region severely impacted by a transitioning energy sector.

The project launched with a regional stakeholder meeting hosted in Corbin, KY that included conversations with local entrepreneurs and a tour led by the Corbin downtown manager and local business investors. The launch brought together a room full of local stakeholders from across the region including staff from organizations serving the communities with complimentary initiatives or services. This first regional gathering provided a space for people to get to know each other and also provided the space to introduce the participating communities to the newly hired downtown revitalization coordinator of the project.

In the months since the project's launch, CEDIK staff have been engaging local constituencies among 12 downtowns located in the Kentucky Promise Zone. Concurrently, CEDIK continued to build the downtown revitalization team in 2017, including new staff dedicated to urban design &

landscape architecture, business retention & expansion, arts engagement, and small business development support. As the CEDIK team fully developed, so did our capacity to support and respond to downtown stakeholders in the region.

Understanding that not all communities will be on the same schedule as we move forward allows us the flexibility to respond and offer services when each community is ready to fully take advantage of them. Throughout the first eight months communities have made marked progress. For example, the Business Retention and Expansion process was completed in Pineville, KY. The process is designed to reveal local businesses' perspectives on doing business in the community. In response, CEDIK and local Pineville partners have been developing small proposals to address topics that emerged from the process.

Harlan County and multiple local partners in the community hosted public forums to hear about the experiences of outside visitors who participated in the First Impressions program. In response, Harlan County stakeholders have begun considering actions to address opportunities that

emerged from the public forum conversations.

The youth engagement and leadership program was launched in Leslie County in partnership with the local 4-H Extension Agent. This cohort of high school students began the year by leading a downtown walking tour for CEDIK staff.

These established CEDIK programs, coupled with individualized opportunities for communities like tailored workshops, targeted trainings and broad based consultation has helped increase rapport and excitement about the upcoming year.

While these services aren't new for CEDIK - the way in which they are grouped and offered as a downtown focused package is an innovative strategy that serves local communities and the Promise Zone region at large.

In December 2017 CEDIK held another quarterly convening. As the CEDIK team continues to engage communities around this effort, the numbers of interested collaborators continues to grow.

ECONOMIC DEVELOPMENT

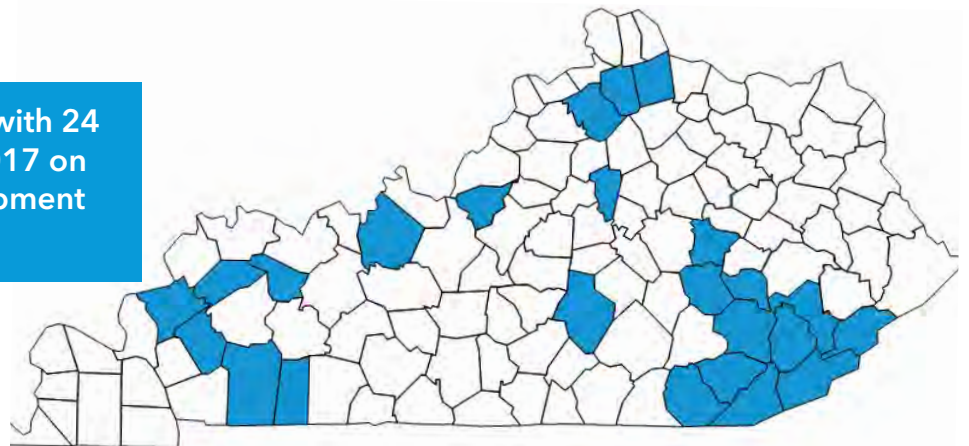


A vibrant community economy anchored by local business owners and a process for energizing entrepreneurship among residents.

CEDIK works to incorporate alternative economic development strategies beyond industry attraction. Creating a portfolio of economic development tools enables a community or region to strengthen its relative position and endure shocks to the economy. CEDIK strategies for economic development include expanding existing businesses, developing regional

clusters, targeting industrial attraction, developing the workforce, promoting entrepreneurship, and stimulating the creative class. Creating a portfolio of economic development tools will enable a community or region to strengthen its relative position and economic sustainability.

CEDIK partnered with 24 communities in 2017 on Economic Development initiatives.



2017 IMPACT

- 78** new or revised community plans adopted and implemented.
- 336** businesses created, retained, or expanded.
- 25** jobs created or retained.

RESEARCH & REPORTS

CEDIK staff and faculty delivered 10 customized reports to clientele.

Economic Impact Reports

Contracting with Fayette Alliance and Woodford Forward, CEDIK completed two reports that examined the impact of the agricultural cluster on the Fayette and Woodford County economies, respectively. CEDIK also contracted with Union College to complete an economic impact study for the College.

Wage and Benefits Survey Report

KYNDLE contracted with CEDIK to survey manufacturing companies in their service region.

Cost of Community Services Report

Fayette Alliance contracted with CEDIK to complete this report for Fayette County.

Industry Leakage Analysis

Retail Sector Analysis

Four Kentucky Area Development Districts, led by Green River ADD, contracted with CEDIK to complete analyses for the region.

Willingness to Pay

Fayette Alliance reached out to CEDIK to learn how County residents' value horse farm land in their communities and their willingness to pay for its preservation.

Program Evaluation

CEDIK contracted with the Southern Rural Development Center on a written evaluation for the *Stronger Economies Together* Program.

Feasibility Study

CEDIK completed interviews and provided customized data to the Carter County Galaxy Project to inform the feasibility of starting a business to support their youth programming.

Journal articles published:

Rossi, Jairus J., Timothy A. Woods, and James E. Allen, IV, "Impacts of a Community Supported Agriculture (CSA) Voucher Program on Food Lifestyle Behaviors: Evidence from an Employer-Sponsored Pilot Program." *Sustainability*, 9(9), 1543, August 2017. doi:10.3390/su9091543

Rossi, Jairus, James E. Allen IV, Timothy A. Woods, and Alison F. Davis, "CSA shareholder food lifestyle behaviors: a comparison across consumer groups," *Agriculture and Human Values*, February 2017. doi:10.1007/s10460-017-9779-7

Policy briefs published:

Troske, SuZanne and Alison Davis, *Ambulance Services for Medicare Beneficiaries: State Differences in Usage, 2012-2014*. Lexington, KY: Rural and Underserved Health Research Center; 2017. <https://ruhrc.uky.edu/assets/publication-20171012-medicare-ambulance-services.pdf>

9

Data requests
and other
technical support

14

Grow Kentucky
engagements and other
GIS service requests

11

Invited
research
presentations



Kentucky Communities are Making a Strong First Impression

First time visitors to a community provide valuable insight and perspective into a community. Visitor feedback can provide practical, actionable starting points for stakeholders needing a quick win to increase community engagement. CEDIK organizes the volunteer assessment feedback into a report, and stakeholders organize a community forum to discuss the report and plan action steps to address the recommendations.

In 2017, 11 Kentucky communities saw their community through the eyes of first time visitors.

Due to increased interest in the First Impressions program, CEDIK grew the volunteer visitor base for the program in 2017. Over 111 new volunteers have expressed interest in completing assessments for the program. In 2017, volunteer visitors completed 138 community assessments.

CEDIK Provides Tools for Chambers to Support Local Businesses

CEDIK offers a service, the Business Retention and Expansion (BR&E) program, that helps Chambers of Commerce, Main Street Programs and/or Economic Development offices learn from businesses in their community.

Small businesses are a vital part of the local economy. Often, many business

owners struggle with issues of doing business that seem individual, but may be shared by others in the community. The BR&E program encourages Chamber leadership to engage with local businesses through surveys and face-to-face interviews. Business owners provide important feedback the business environment. In response, the Chamber and community leadership can identify actions to support and sustain local business.

CEDIK worked with the Pineville Main Street Program and the Crittenden County Chamber in 2017. The Pineville BR&E interviews indicated that several downtown business employees were struggling with finding childcare. After the public report to the community, an interested child care provider came forward, and the Main Street Program was able to connect the new childcare service with downtown businesses.

Also in 2017, CEDIK staff participated in BR&E training offered by the University of Minnesota, as well as the International Economic Development Council's training, to reexamine the BR&E process itself. CEDIK has three staff who are now certified BR&E program specialists.

Looking ahead to 2018, CEDIK staff will be working with several Chambers in the Kentucky Promise Zone. In addition, CEDIK will be expanding the informational resources and services available to support and expand local

business in response to the BR&E process. CEDIK will also continue to offer customized BR&E opportunities for Chambers, such as by industry sector or for specific geographic or business areas.

After participating in the First Impressions program & hosting a community forum in Spring 2017, Pendleton County took action:

- The local tourism office hosted a meeting to introduce a new website and phone app for businesses, events & tourism attractions.
- The community theatre found a new home & started performances in summer 2017.
- Two murals are in the works to help promote creative arts in the community, for a total of five murals in the community.
- The Chamber of Commerce has restructured and worked on visitor packets for the state park.
- A 'Shop like a Local Scavenger' hunt was held to help current residents become more familiar with local businesses.
- Nine organizations or businesses sponsored \$1,000 for an Arts program featuring life-sized sheep statues displayed throughout the community, similar to the horses in Lexington or the flying pigs in Cincinnati.
- Better signage for businesses and the community placed in key locations.

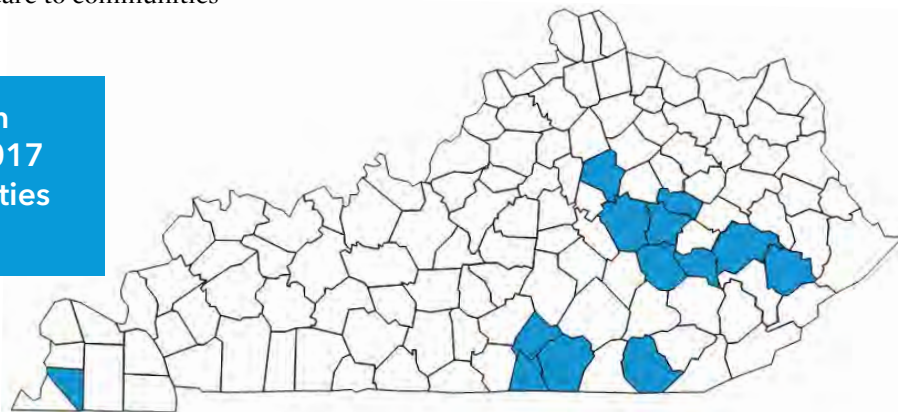


Improved access to healthcare and healthy foods to support community health and diversify the local economy.

The health of communities has been transformed by several factors in recent years. As hospitals close across the state, residents are finding themselves with limited access to basic services. Communities without easy access to quality healthcare find themselves at a disadvantage for attracting high paying jobs. The healthcare industry continues to implement strategies (i.e. telehealth) to bring healthcare to communities

with limited access, and it is vital for local hospitals to keep current on the needs of their residents. Residents also need access to healthy food. Local farmers can benefit from a more local economic exchange in selling to local consumers. Importantly, local food systems has the potential to be an economic driver in communities.

CEDIK partnered with 13 communities in 2017 on Healthy Communities initiatives.



Farmers' Market Trainings

CEDIK offers workshops on branding, booth display, and marketing for farmers who sell at farmers markets. CEDIK staff also can share best practices with farmers market managers interested in incorporating art and musical performance at their farmers market. Because of our success in working with farmers' markets across the state, the State Office of Public Health reached out to CEDIK staff to create videos on marketing, booth design, incorporating arts into a farmers' market, and logos and pricing. The videos will be available to all farmers' market vendors to watch and shared with the state Farmers' Market association for the upcoming 2018 market season.



CEDIK Assists Rural Hospitals in Addressing Health Needs with Community Assessments

The Affordable Care Act of 2012 included a requirement for all non-profit hospitals to conduct Community Health Needs Assessments (CHNA) every three years and to create plans to address the identified community health needs. CEDIK completed the CHNA process (which included community surveys, key informant interviews, focus groups and prioritization of needs) for 33 small, rural hospitals in 2013. As part of the 2016 CHNA process, CEDIK asked each hospital to report their success in addressing the 2013 priorities over the past three years.

CEDIK assisted nineteen hospitals in completing their 2016 CHNA and report success in addressing over 31 areas of improvement from their 2013-2016 chosen priorities.

- All hospitals increased community & individual educational programs: diabetes, nutrition, obesity, heart health, cancer, & wellness.
- 13 hospitals improved access to care by adding specialty care through recruitment, hiring and telehealth.
- 10 facilities increased access to care by adding or increasing hours that "after hours" clinics are open.
- 10 hospitals demonstrated improved communication: between providers and patients, billing process and issues, additional hospital signs and increased education to the public on available services.

While most hospitals completed their CHNA assessments in 2016, CEDIK worked with 2 hospitals in 2017 (both hospitals had changes in ownership which allowed them an extension to complete their 2016 CHNA), and will be working with several more hospitals in the fall of 2018 as they prepare for their required 2019 CHNA.

Kentucky Policy, Systems and Environment Project

CEDIK is working closely with the Kentucky Supplemental Nutrition Assistance Program leadership in the School of Human Environmental Services at the University of Kentucky in an initiative to address local policy, system, and environmental factors that impact health. CEDIK and Cooperative Extension staff are engaging community members in 8 Kentucky counties to explore community level factors that impact the health of residents. The teams are organizing to develop action strategies to address the health disparity.

Actions in 2017 included work to organize local leadership groups and efforts to respond to issues raised during local listening forums. By involving local groups to identify and address issues of health, CEDIK aims to increase the leadership and community capacity to assess and influence factors that affect the health of the community.

Rural and Underserved Health Research Center

This federally-funded center is tasked with expanding knowledge about health service delivery and policies affecting impoverished and underserved rural communities.

CEDIK's work focused on the delivery of pre-hospital emergency care in communities across the U.S., more specifically health delivery through ambulance services. One study compared ambulance usage by Medicare beneficiaries. CEDIK found Alabama, Kentucky, South Carolina, Tennessee, and West Virginia were the top five states in ambulance usage by all measures while Alaska, Arizona, Colorado, Hawaii, Nevada, and Utah were the bottom states. Measures included miles transported, number of beneficiaries served and average annual number of transports per beneficiary.

CEDIK also focused on changes in Medicare beneficiaries' time in an ambulance when a hospital closed. Since 2010, 120 hospitals closed in the U.S. with half located in rural areas. CEDIK studied the difference in transport times in these affected communities before and after the closure and compared times to communities with no change in hospital facilities. This work is forthcoming.



Local Food Systems Vitality Index Helps Communities Understand Consumer Perceptions

One of the most difficult aspects of the growing local foods economy is understanding the performance of specific market channels and local food initiatives within a locality. If a locality knows where gaps and assets of the local food economy exist, new markets or development initiatives can be implemented to address stakeholder needs.

In 2016, CEDIK compiled surveys of consumers in Lexington, KY parallel to a national survey on perceived performance of various aspects of local food systems. These consumer perceptions reveal important clues to the health of the local food economy, and provide the foundation of a Local Food Systems Vitality Index.

This preliminary work received national interest and the research team was

invited to give a plenary workshop at the Food Distribution Research Society conference in Honolulu, Hawaii.

With funding from the USDA's Agriculture and Food Research Institute awarded in fall 2017, CEDIK researchers will now be able to replicate this project in several Southern US communities to refine this index.

CSA Vouchers Provided by Employer-sponsored Wellness Program Contribute to Growth of Local Food System

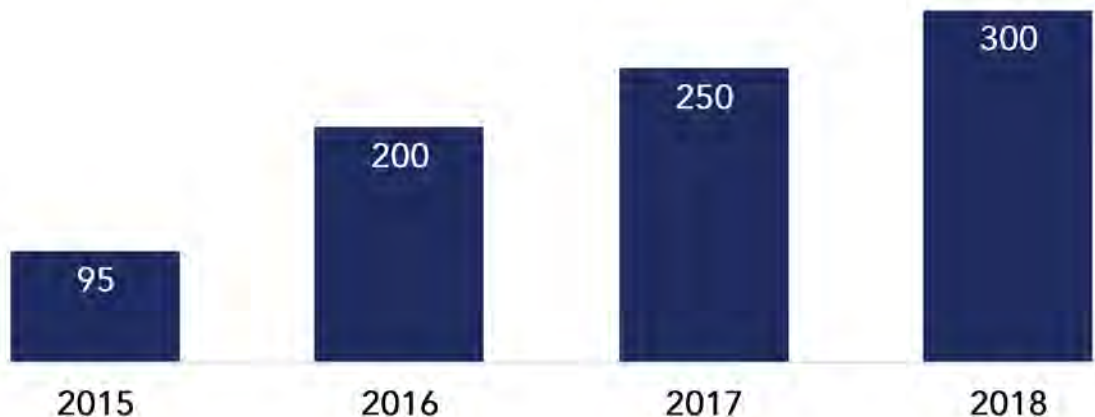
The University of Kentucky embarked on an employer-sponsored wellness benefit for employees in 2016 with the help of CEDIK researchers. UK Health and Wellness saw an opportunity to encourage healthier eating among employees as having longer-term

financial savings on healthcare costs. CEDIK saw a fantastic opportunity to help scale up the local food system.

CEDIK focused on the following strategies in 2017 to support this program; education for the consumer on how to prepare the food in the CSA shares, as well as educating farmers on how to plan for CSA production, which is much more difficult than selling at a farmers market. Additionally, they worked to educate employer organizations on the potential health benefits and return on investment of a voucher subsidy for their workers.

CEDIK published two peer reviewed articles about this innovative program in 2017, documenting data on voucher recipient's food lifestyle behaviors before and after CSA voucher participation.

Total CSA Vouchers UK Health and Wellness Provided to UK Employees, 2015-2018.



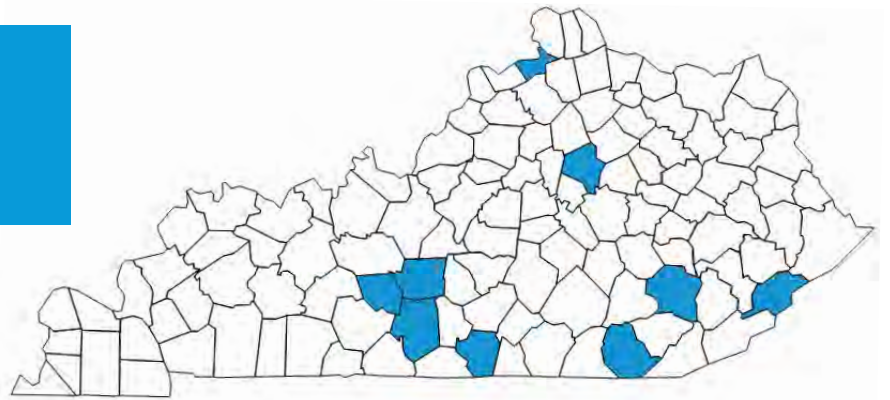


Well-designed places and opportunities for community members to connect to and enhance their quality of place.

Community Design is an umbrella approach that centers community members as key stakeholders in planning, designing, and developing processes and projects to create shared spaces— the very heart of our communities. Advocates assert that such places make people fully alive and aware of each other. The planning and design initiatives are centered around people to enable projects to reflect the various interests, needs and aspirations of all community members, from young to elderly.

Community design focuses on building upon the strengths of local assets. An inclusive engagement process supports and enhances the physical and social character of communities. Initial community design projects may start as a small or temporary installation, but are intended to make incremental and strategic steps towards implementing the larger and longer-term community vision. Ultimately, community design visions created with communities are culturally aware, inspiring, and ever changing.

CEDIK partnered with 8 communities in 2017 on Community Design initiatives.



2017 IMPACT

- 6 communities partnered with CEDIK/UK Landscape Architecture on design assistance in 2017.
- 19 UKLA students received applied studio design experience in 2017.



'Chalk and Talk' Provides Flexible Way to Gather Input at Community Events

'Chalk and Talk' is a new program CEDIK introduced in 2017 that our staff has led at two community events; one at Whitesburg's Oktoberfest and at Manchester's Old Time Christmas. This program seeks to engage people in a creative and accessible way about their feelings, thoughts and views on a city's downtown. It is a way to informally gather and summarize the varying views and experiences of attendees during local festivals and events.

The 'Chalk and Talk' has been an extremely effective tool for us, and is one that can work as well in Louisville as it does in Pineville. Everything written or drawn on the boards during the 'Chalk and Talk' is photographed, transcribed and categorized according to their likeness. Once the comments are categorized, dominant themes begin to emerge. As we move forward with the 'Chalk and Talk' program we're continually exploring the most effective

"The chalkboard was a wonderful idea for our festival. It was interesting and helpful to see the unique ideas, comments and shared thoughts of those attending. There should be one at every event! It helps those of us planning these events to see what folks love and what we could possibly do to make things better every year."

-Tiffany Craft

Organizing Chair, Whitesburg Oktoberfest

way to communicate these findings. Manchester City Council invited us to present our findings and we wrote a summary report for Mayor James Craft in Whitesburg. Each of these processes allows us to answer any questions local stakeholders may have and to brainstorm with them regarding project development opportunities.

The 'Chalk and Talk' was developed as a fun and interactive engagement tool to initiate conversations focused on what residents and visitors would like to see or experience in their community. Our goal at CEDIK is for the 'Chalk and Talk' to act as a preliminary program, an evolving early first step towards incremental change and progress working towards long term design, planning and revitalization initiatives.

Downtown 101 Program Pilot Success with Kentucky Promise Zone Communities

Downtowns have existed in some form for as long as humans have created settlements. Each culture places a different emphasis on them regarding their social, physical and economic values, and Kentucky is no different. Each downtown within the Commonwealth has a unique look and feel that is representative of that city's

economic, social and environmental history. The variations between each of these histories in our communities is expressed in how their downtowns developed, as well as how it is currently viewed, valued and utilized.

Our Downtown 101 program explores these themes and was first utilized in our regional meeting last fall in Harlan. Participants were given anonymous aerial images of Kentucky downtowns and were tasked with outlining where they thought the downtowns were. This exercise challenged people to think of downtowns - beyond a city's Main Street - and more as the historic, walkable core of a community.

This program seeks to have participants think about their downtowns from a different perspective and begin to understand the spatial DNA of their city. This DNA is what makes each town special and is what affects the way that people feel while they are there. The program explores the DNA of their city reaches far beyond their Main Street to the surrounding historic neighborhoods/communities. Discussing these attributes begins to work towards a unified understanding of their community's downtown based on an understanding of where their downtown is, and how important the connections to it are from the surrounding areas.



Community Design Publications Assist Towns with Project Planning

Communities have been planned and designed with a priority on our society's dependence on car travel. This design outcome discourages communities from using their public spaces in ways that promote healthy activities, community gatherings, and building of social/cultural connections.

Local stakeholders realize that a community design project often entails the coordination of several components, from transportation to recreation and environmental considerations to land use issues. It can be hard for communities to know where to start; initial steps may include questions about who should and could be involved in a community design project, and how to engage the larger community in the planning process.

In an effort to educate Kentucky's communities about community design, Extension Faculty Jayoung Koo has completed 12 publications that: 1) Define community design public space project concepts; 2) Outline the project planning effort at the community level; and 3) Present examples of communities implementing a community design project.

The publications cover five common types of community design public space projects: Community Trails, Wayfinding, Walkability and Connectivity, Streetscapes, and Placemaking.

CEDIK Serves as Liaison to Community Group in Midway for Walter Bradley Park Design

In Spring 2016, UK Landscape Architecture students enrolled in a Design Studio course embarked on a 7 week project for expanding and redesigning Walter Bradley Park in Midway, KY. The students met with key contacts during a site visit and explored the complex nature of the park's location. With a rich historical heritage at the northern edge of Downtown Midway, the park property held a range of opportunities and constraints which included an abandoned quarry, dog park, water tower, and civic facilities such as the public library, elementary school and Midway University. One main goal for the park design was to enable it to function as a connection between the old and new parts of town. Eighteen UKLA students assessed, designed and presented their individual design proposals to community members at the end of the semester. It seeded a range of visual ideas in the community.

Community stakeholders convened a Park Board appointed by the mayor as well as a modest budget for park improvements. They were also able to organize a fund raising group, The Friends of Walter Bradley Park.

Some seeded ideas implemented in 2017 include a bridge, a path connecting the downtown area to the bridge, and a path leading up the hillside to the school and the public library that children are using daily. The community group has re-routed some of the walking trails and added the two mile trail, developed framework to investigate historically sensitive areas within the park, re-purposed limestone steps from the original downtown streetscape as benches, allocated areas for different types of planting, and created a "council circle" in the closed quarry area. The community is continuing their efforts to recreate their park based on community member ideas and the visions proposed by the UKLA students.

Through a service-learning studio and community design assistance program setting, UKLA/CEDIK has successfully seeded visions for Walter Bradley Park in Midway. Utilizing the proposed design ideas, the proactive community group has strengthened their community capacity and accomplished many improvements for their shared public spaces that will benefit residents and visitors of Midway, KY.

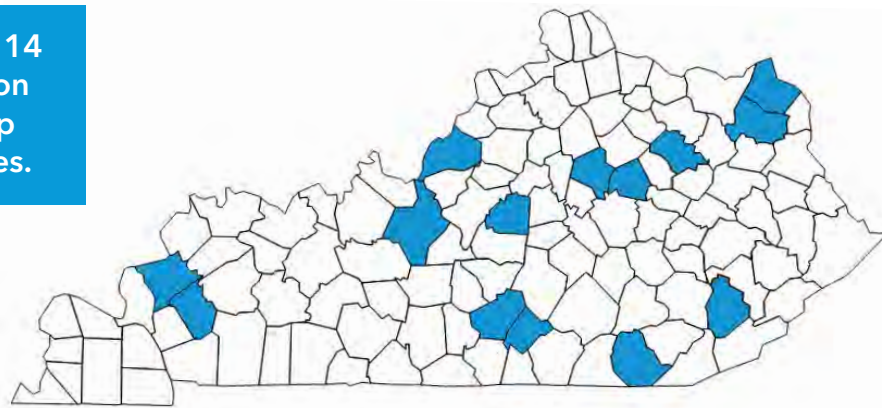


Strong leadership across all areas of civic life and focused attention on developing the next wave of leaders.

When individuals can organize a group, find a common vision, build trust and shared working relationships, and facilitate action for change – they are practicing leadership. Whether you are in business, education, healthcare or public service, the skills for mobilizing change are essential. Community leadership programming through CEDIK

provides skill development and guidance for groups, organizations and community coalitions who want to improve their leadership capacity. Through connections with the faculty in the UK Community & Leadership Development Department, CEDIK can mobilize resources to assist with nearly any type of leadership development need.

CEDIK partnered with 14 communities in 2017 on Community Leadership Development initiatives.



2017 IMPACT

1,049 community members have reported undertaking new leadership roles and opportunities.



Community Engagement Program Energizes Youth

Community engagement programs for youth are essentially the same as programs for adults: a focus on creating opportunities for participants to learn about how their community works and how they can connect to local stakeholders. We all know that youth are tomorrow's leaders; communities may lack the knowledge of how to engage their youth. CEDIK offers the Youth Engagement Leadership Program (YELP) to fill this gap in community engagement. CEDIK works cooperatively with community YELP leadership the first year; beyond that the program become self-sustaining and CEDIK offers programming support when called upon. YELP has been

organized through the school system while others are initiated through 4-H or another community group.

In 2017, 8 sites offered YELP to youth with the assistance of 18 community leaders. Over 173 youth participated in YELP activities that helped them better understand themselves, their group, and their community. Carter County YELP participants assisted with the planning stages of the Galaxy Project Community Youth Center in Olive Hill. Five youth report taking new leadership roles in clubs.

Looking ahead to 2018, CEDIK will be expanding our YELP activities to include a community design studio experience for Southeast Kentucky Promise Zone communities.

Location of 2017 YELP sites



A highlight from 2017 for the Butler High School (Jefferson County) and the Crittenden County YELP sites was a trip to Frankfort to talk with elected officials while the legislature was in session.

Jaimie Burt, a participant in Crittenden County explained, "YELP is the perfect place to learn how to make a difference in our community. Through this program I am more aware of my surroundings and have a strong need to help make it better for myself and generations to come."



Cheryl Burks, the 21st CCLC Coordinator at Crittenden County High School remarked, "I am thrilled that we have the opportunity to host The YELP program for two years. CEDIK, UK Extension and our school district have collaborated to provide experiences and programs that have proven to be challenging and life changing for our students. Our students are now more engaged and have 'buy in' into our community like never before."



Leadership Resources for Strengthening Local Leaders

The work of improving community life rests in the hands of community members. CEDIK believes that the most passionate, committed and informed leadership for communities must come from the communities themselves. In 2017 CEDIK spearheaded several initiatives to expand leadership development in Kentucky. CEDIK staff hosted workshops, trainings and events designed to strengthen organizational leadership and encourage community members to take an active role in community leadership.

The Future of Rural Communities
CEDIK, in conjunction with the Kettering Foundation, has designed and tested a process for bringing community members together to discuss the future of rural communities. The process integrates the creative arts into a discussion about the future of a rural community. *The Future of Rural Communities* is a customizable guide and a useful tool to get conversations started about community needs and goals.

Leading Healthy Community Connections
is a leadership program facilitated through Cooperative Extension that guides community members to explore and take action for improved community health. Developed in 2017, it will be piloted in 2018 and will be available for any community team wanting to improve community health.

Publications to Expand Community Leadership

Aligning Leadership Programs with Community Development is a publication intended for use by Cooperative Extension, Chamber of Commerce, or other Community Leadership Program coordinators. The publication highlights research and processes to connect leadership programs for improved community development outcomes.

A Conveners' Guide to Hosting a Public Forum provides a process for connecting people to a project that will assist any local organizer with engaging the public in an effective planning process.

Mapping Local Networks to Reach Stakeholders and Mobilize Resources is a guided process for identifying stakeholders and connecting project resources.

Sharpening Extension Personnel Skillsets: Community Leadership Development

CEDIK convened a team of Community and Leadership Development specialists in 2017 to identify the competencies needed by Cooperative Extension agents for effective community development. Building from the knowledge and skills needed, CEDIK led the design of a series of training opportunities to make available to the UK Cooperative Extension system.

In 2017, CEDIK organized workshops including: Understanding Community Power Dynamics; Facilitation for Extension; Hosting Community Conversations; Principles of Effective Communication; Power, Influence and Ethics in Extension; Facilitating Effective Group Outcomes for Extension; Community Leadership; Developing the Leader in You; Working with Elected Officials and Working with the Media; and Basics of Facilitation.

The professional development workshops offer introductory to advanced content and are delivered both online and in face-to-face sessions on a rotating schedule.

Improving Local Leadership Programs

CEDIK staff are also available to assist with strengthening local leadership programs. CEDIK can provide assessment tools, speaker resources, or program ideas for your local leadership program. In 2017, CEDIK aligned UK students studying Community Leadership to create assessment ideas for a Chamber-based Leadership program in Clark County. Students compiled activities and resources and presented the ideas to the program day leaders, resulting in a lively conversation about goals and outcomes for the program.

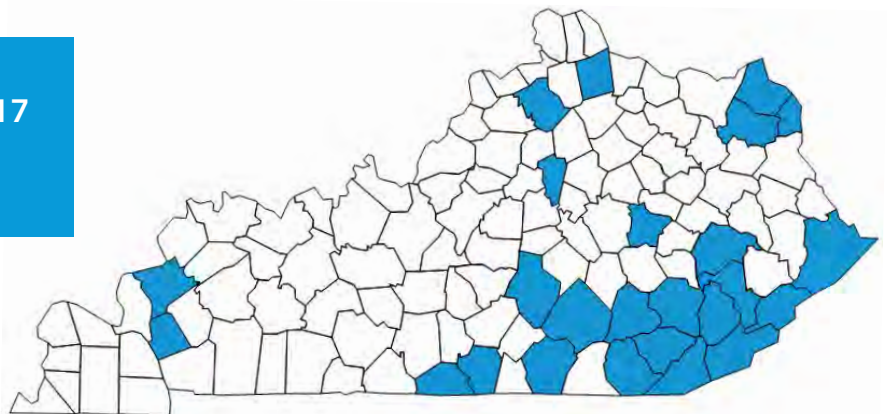


Communities have opportunities to engage with arts activities and performance to enhance the creative economy and promote tourism.

CEDIK's Arts Extension program is the largest in the nation, the first of its kind, and the only program in the country that has grass-roots level, county-based arts extension agents to conduct community development through the arts. Arts Extension provides high quality arts engagement on the county, regional, and state level through its team of 8 arts professionals across Kentucky. By working closely with state and local leadership as well as citizens within a community,

Arts Extension serves diverse needs of Kentucky residents and is quick to adapt to the interests of local populations. From strategic planning for community festivals, to creating community murals, to consulting on new arts-based facilities to revitalize Kentucky's downtown spaces, Arts Extension acts as a one-stop resource for communities in Kentucky and is addressing community development across the state in a creative way.

CEDIK partnered with 24 communities in 2017 on Arts Engagement initiatives.



2017 IMPACT

10,301 individuals have participated in an arts engagement program through Arts Extension.

3,578 youth have participated in arts workshops.

122,464 individuals have participated in statewide arts engagement activities offered by Arts Extension.



Community Arts for Rural Early Childhood Program Success

The Community Arts for Rural Early Childhood program is an innovative approach to meeting the needs of young children in rural Appalachia. Taking a whole-child, whole-family approach, this program creates social, educational, and health opportunities in an inclusive format that is organized through arts exploration. The program is designed for ease of delivery in underserved communities and populations, empowering a variety of community actors—from extension agents to librarians—with the materials and tools needed to implement arts-based playgroups for families of children aged birth to five years old.

In particular, the program targets rural communities in the Promise Zone of Appalachia, focusing on the overlapping populations of infants, toddlers and parents of young children, who are otherwise unlikely to have access to

early learning experiences. A primary goal is to address social isolation—a factor that affects both caregivers and children to the detriment of healthy development. The ultimate goal is to bring families together through art to build social and learning connections while providing positive models of enrichment and healthy nutrition in the home.

Artists Collaborative Theatre, Inc. Celebrates 9th Season in Elkhorn City, Kentucky

The Artists Collaborative Theatre (ACT) attracted visitors from 25 states and generated revenue of \$170K to local Pike County businesses, artisans, and restaurants in 2017. ACT runs 7 productions a year, with 16 performances for each production, yet keeps ticket

prices very affordable at \$10. Over 150 volunteers work hard to bring ACT productions to life - and with an annual theatre budget of \$85K, volunteers are vital to the theatre's success.

In addition to performances, ACT offers a free youth arts education program that serves over 50 children each semester, and provides educational outreach county-wide.

From 2002-2008, ACT was awarded \$500K from the Kentucky Coal Severance Tax for construction of the theatre. Pike County Arts Extension Agent Stephanie Richards worked alongside community members to get ACT a physical location in Elkhorn City, Kentucky. The property was remodeled to become the current day Black Box Theatre.

Eastern Kentucky Arts Online Network Connects Artists, Crafters, Musicians, and Actors



With over 500 followers after only 6 months on Facebook, the Eastern Kentucky Arts Network page is a place where people can learn about and share arts events, performances, and activities happening in Appalachian Kentucky.

The page is an ongoing showcase of the talent of the artists, but equally works to highlight the communities where they are from.

In 2018, the page will also become a directory of vendors, artists, and musicians through a series of albums.



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