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## Kokomo History

- Heavily reliant on single industry
- Rising unemployment rates
- Uncertainty in leading employment industry
- Forbes Magazine story
- Self sustaining community
- Need for diversification

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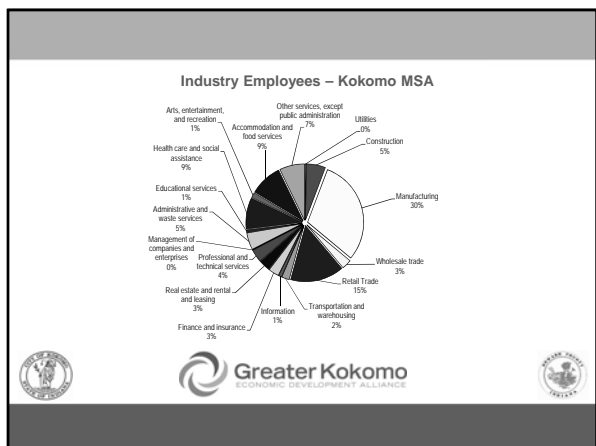
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## Business Attraction

- Target key audiences for lead generation
- Proactively market business assets of Kokomo, Howard County, and the region
- Create jobs & capital investment

The diagram consists of four circles connected by a curved arrow pointing from left to right. The circles are labeled: 'Target Audiences', 'Techniques', 'Lead Generation', and 'Jobs & Investment'.

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## Target Audiences

- Site Consultants local, regional, national
- Professional Services
- Industry Leaders
- Trade Associations
- IEDC
- Existing Business Strategic Partners

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## Techniques

The diagram shows five overlapping circles arranged in a horizontal line. From left to right, they are labeled: 'Face-to-Face Visits', 'Direct Mail', 'E-mail', 'Trade Shows', and 'Media'.

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### Lead Generation



A process flow diagram showing four stages in rounded rectangular boxes connected by arrows pointing from left to right. The stages are: 8 Prospects (competitive & confidential), 2 New companies at Inventrek, 3 New Private Workforce Training Companies, and 3 Market & Facility Tours.

8 Prospects (competitive & confidential)	2 New companies at Inventrek	3 New Private Workforce Training Companies	3 Market & Facility Tours
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### Targeted Industries

Advanced Energy	Advanced Manufacturing	Next Generation Automotive	Medical Device	Clean Technology
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### Supply Chain

- Better way to aggregate data
- Showcase existing supplier capabilities
- Respond more effectively to RFP & RFI's
- Identify supply chain voids/targets

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