

CEDIK News

COMMUNITY AND ECONOMIC DEVELOPMENT
INITIATIVE OF KENTUCKY QUARTERLY NEWSLETTER

SUCCESSFUL KICKOFF RECEPTION FOR CEDIK

Thanks to everyone who came out to celebrate the start of our new Initiative in the College of Agriculture at the University of Kentucky.

A special thanks to Dean Scott Smith and Associate Dean Jimmy Henning for co-hosting the event, and to Fine Arts Extension Agent Molly Maynard for her excellent reading of James Mulligan's poem "On Kentucky".



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Kentucky-Tennessee Institute for Sustainable Development

The dates and location for the Kentucky-Tennessee Institute for Sustainable Development have been set. Please save May 23rd – 25th (Monday – Wednesday) for what promises to be two days packed full of sharing, learning, and entertainment. This year, Kentucky will be hosting the event at Pine Mountain State Park in Southeastern Kentucky.

Here are some comments from Agents who attended last year's institute:

"I appreciate the interaction with all of the agents. I learned a lot about what the agents are doing in their counties, even agents from Kentucky. I truly believe in crossing lines, it does indeed take a village."

"I liked the fact that we weren't bombarded by a lot of PowerPoint presentations."

"Thanks so much for the hospitality- this is one of the BEST conferences I have attended and one of the most beneficial."

Our areas of focus this year will be on tourism, youth entrepreneurship, regionalism, and others! We will not repeat our topics from last year so if you are interested in returning you are

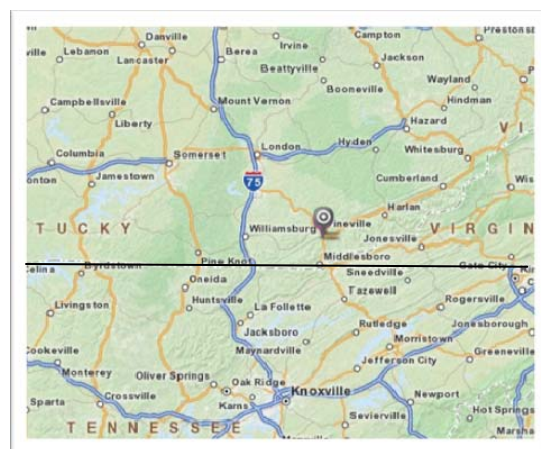
welcome, however first time attendees will be given priority to register.

You can also earn 3 hours of graduate credit (instead of 24 in-service hours) by participating in the Institute and completing a community project that you will share at a future KY-TN Institute or at a National Conference.

The University of Kentucky, University of Tennessee and Southern Rural Development Center are trying to cover as much of the costs as possible. At this point,

we are asking for a \$70 registration fee to cover all food and two nights of hotel. When you arrive at the Institute you won't need money for anything else. Travel expenses to and from the event need to be covered on your own or through your county office.

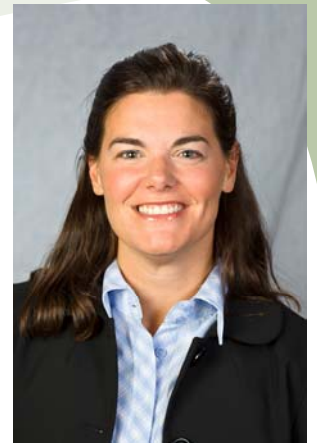
(story continued on page 3)



FROM THE DIRECTOR...

The recession over the past two years has restricted the level of state and federal funds available to us and as a result has constrained our ability to create new programs, travel, and invest in professional development. Trying times call for creative measures. This means we need to go out and generate a lot of our own funding both at the county level and the state level.

Let's look at one of our very successful agents... Gwenda Adkins from Elliott County. Gwenda has an innate ability to inspire funders to invest dollars into her region. Off the top of my head I can think of two distinctly different opportunities within the last 2 years where Gwenda was successful in attracting both private and public dollars. One is an investment that was made by the Babcock Foundation and the other through a Sustainable Community Innovation Grant funded jointly by the Southern Rural Development Center and Southern Regional Sustainable Agriculture Research and Education. There are others, lots of others – I know many of you have been successful at generating external dollars.



On the state level there are numerous opportunities for us to partner together across campus and throughout our state. I have seen a great deal of focus lately on interdisciplinary work and region-based outreach and technical assistance. Some of our Federal Agencies are beginning to understand the benefits from working together. I am especially pleased to see that EPA (Environmental Protection Agency), HUD (Housing and Urban Development), and DOT (Department of Transportation) recently joined forces to promote the Sustainable Communities Grant program. CEDIK was honored to be selected among 42 of the nearly 300 applicants to receive funding to develop a regional sustainable plan in Western Tennessee and Kentucky. One of the most important reasons why we were successful was because of the degree of participation we had both at the state level (across disciplines) and the regional level (elected officials across state lines, regional universities, cooperating federal agencies (USDA-Rural Development) and Cooperative Extension).

When looking for funding, look outside the box. As someone who has been rejected every single time I have applied for funding through USDA - NIFA, I have learned that there are other opportunities out there. We will keep a website dedicated to funding opportunities that we think could be relevant to any of our audiences at www.ca.uky.edu/cedik. Here are just a few possibilities you might want to regularly check into:

USDA Rural Development: http://www.rurdev.usda.gov/RD_Grants.html

Office of Rural Health Policy: <http://www.hrsa.gov/ruralhealth/grants/index.html>

Foundation for a Healthy Kentucky: <http://www.healthy-ky.org/datesApply.aspx>

Southern Rural Development Center: <http://srdc.msstate.edu/funding/grantconnections/>

Southern SARE: <http://www.southernsare.uga.edu/grants.htm>

Department of Labor: http://www.doleta.gov/grants/find_grants.cfm

If you are interested in a particular proposal and it's too big for just one community to tackle please feel free to give us a call, we will be happy to coordinate partnerships for you and make it happen.

Alison

Our website is now live!



Our website can be found at www.ca.uky.edu/CEDIK

Check it out! Our website is a great resource for understanding the programs and services we offer, as well as relevant events and grant opportunities available.

From Grant Proposal to Funding for your Program:

Gwenda Adkins shares the secrets of her success



When you work in a county Extension office with a very small budget, there isn't money available for programming. This means that we often need to look for grant funding for our programs. I learned to write grant proposals for funding when Community Development was identified as the major priority for Elliott County Extension programs.

For what seemed to be forever, the proposals I wrote for funding were denied. I was told, until you find someone who will buy into your overall project, you won't be funded. The Steele-Reese Foundation was the first funder to realize our ideas and project was worthwhile. After their first \$75,000 grant, it was much easier to write successful proposals.

Fortunately, I have been very successful in writing grant proposals for funding programming. As a result, a lot of money has come to the County through grants and in-kind matches. Some of the grants have been small, some quiet large.

I've had no formal grant writing training. I used my love for writing and my knowledge of community development to learn the process of grant writing. Some lessons were difficult to learn. Here are several key points to consider when writing a grant proposal to fund your program:

- Work with UK specialists whose specialty is in the Discipline you wish to implement. The CEDIK team has been life savers for me.
- INVOLVE THE LOCAL COMMUNITY.
- Think BIG...grants for small amounts are sometimes harder to write than those that offer more funding.
- Don't look for a funder until you have a specific idea with goals, activities and a plan for sustainability.
- Find a funder whose goals match your project.
- Research the funders...get to know them as you would a friend. It's ok to call them unless they state otherwise.
- Start writing far in advance of the deadline.
- Learn the buzz words for your funder, what is their motto or tag-line?
- Involve as many people as possible during the planning and writing process.
- Develop a partnership with an organization who can act as a fiscal conduit.
- Make sure your funder allows a third party fiscal agent or 501c3 conduit.
- Management is the hardest part of the grant process, don't try it alone.
- Know there are lots of other people competing for the same money, what makes you and your project special?
- Have a team to help write the proposal. Group process works well. Develop the team with people who have a vested interest in the project. Identify your weak points in

writing and find someone who has those skills to be a part of the team.

- Funding is available through several resources such as state and federal government and foundations. Don't forget your local community.
- Many grants, especially governmental, require a match. Be sure you have the match before writing the proposal.
- Sometimes finding a match is hard. Be creative. Volunteer time and donations from the community is one of the most valuable resources you can find.
- Look for hidden costs. Government grants sometimes require estimates and surveys by pre-approved entities.
- Pay attention to presentation. Don't do anything that is not in the RFP (request for proposals). What looks good to you may be cumbersome to a reviewer.
- Give credit where credit is due...make everyone look good. Remember, you are the facilitator.
- Develop tough skin and be ready for refusal.
- Try again...

Good luck with your projects, and happy writing!

Gwenda Adkins is the Family and Consumer Sciences Agent for Elliott County.

Ken-Tenn 2011

(story continued from front page)

Because this is an advanced and applied Community and Economic Development in-service training, we require all participants to participate in the Rural Development Center's *Foundations of Practice* webinars prior to the Institute.

In addition, all must participate in a Facebook discussion after each webinar (at your convenience) and share stories and ideas so that we already know each other before we meet face-to-face in May.

Registration is limited to forty agents: 20 from each state and is available now. Visit <http://www.ca.uky.edu/CEDIK/Ken-Tenn> for the registration form.

Looking forward to seeing you! If you have any questions, please contact:

Alison Davis at alison.davis@uky.edu or

Sarah Bowker: sarah.frank@uky.edu or

by phone 859-257-7272 x246.



Agent Spotlight: Elijah Wilson

Cumberland
County
Extension Agent
for 4H—Youth
Development

On August 6, 2006, I was chosen to serve as the Cumberland County Extension Agent for 4-H Youth Development. Cumberland County is located in South-Central Kentucky and has a population of approximately 7,000 people. It is home to the Cumberland River and Dale Hollow Lake. Before I took the position as Extension Agent, I had only been to Cumberland County one time. However, it is very similar to the town of Greensburg which I grew up in and it faces many of the same challenges.

My first goal once in Cumberland County was to get involved in the community. I joined the Chamber of Commerce and also started serving on a number of other councils and program advisory boards. One thing that I noticed was that at many of the meetings I attended, the conversations were about the same issue, how to make Cumberland County a better place to live, work, and visit. However, I was not the only one who noticed the phenomenon and as a result, a group of engaged community members started working together on projects to beautify and revitalize Burkesville and Cumberland County.

Research suggests that a thriving downtown area can be the key to a city's economy. Over the last decade, businesses in downtown Burkesville have struggled, which have left a number of unoccupied buildings. Early in 2010, a grant came available from Tour SEKY. Because of my experience in grant writing, community members looked to me to help prepare the application. As a result, in May 2010, the Cumberland County Tourism Commission was awarded \$10,000

to hire a landscape architecture firm to create a Streetscape Master Plan for downtown Burkesville.

A Streetscape Master Plan is a type of strategic plan that is used as a guide for progressive development. Plans typically identify opportunities for physical enhancements plus explore opportunities and constraints for street, sidewalk, and utility location.

The Streetscape Master Plan is on track to be completed by spring 2011 and many challenges lie ahead. The plan will take multiple years to implement and funding will have to be secured from both private and public entities. In addition, community input and buy-in will be essential if the project is to be a success. However, community members are excited about the project and with everyone working together, great things will be achieved.

Community and economic development initiatives can have a huge impact on the quality of life for not only adults, but youth as well. Communities that work together to address local needs provide a nurturing environment for youth to develop and thrive. In addition, communities that address local needs are more likely to recruit college graduates and young entrepreneur as residents.

Note: Tour SEKY is non-profit organization created in 1987 to promote, expand, develop and market the existing and potential tourism industry. Visit them on the web at <http://www.tourseky.com/>

You can contact Elijah at the Cumberland County Extension Office for further information about the Burkesville Streetscape Master Plan.

Call him at 270-864-2681, or email him at elijah.wilson@uky.edu



Streetscapes as Community Development

The Kentucky Heritage Council developed the Kentucky Main Street Program over 30 years ago to assist communities with revitalization efforts.

Since 1979, the Kentucky Main Street Program has been a successful addition toward reversing the economic decline in Kentucky's downtowns, both small and large. Since 1979, this program has contributed more than \$3.5 billion to the state's economy through public-private partnerships.

Participation in this program requires local commitment and financial support. A Main Street Manager administers the program locally through a volunteer board. The Heritage Council provides technical and design assistance, on-site visits, a resource center, national consultants and grant funding.

If you are interested in learning more about how the Kentucky Main Street program might benefit your community contact:

Becky Gorman, Kentucky Main Street Program Coordinator,
becky.gorman@ky.gov

or **Jen Williamson**, Main Street Staff Architect,
jen.williamson@ky.gov



Bucking the Trend: CREST in Tennessee

Dr. Wilcox is an Extension Specialist at University of Tennessee in Knoxville. He is one of the directors of the annual Ken-Tenn Institute for Sustainable Development.

The current economic downturn has touched Tennesseans throughout the state and from all walks of life. However, Rural Tennessee has been hit particularly hard. According to the unemployment figures from August 2010, nine of the 'bottom ten' counties, where unemployment is the highest, are considered nonmetropolitan. In fact, Maury County, which has been significantly impacted by the contraction in the auto industry, is the only county in the group designated as metropolitan.

Despite the trends and given the immediate desire to create jobs, some counties have tried to intensify their industrial recruitment efforts. Unfortunately, trying to land the "big fish" has become ever more difficult and the cost of luring such jobs quite expensive. In reality, the vast majority of job creation originates from small businesses and the pursuits of entrepreneurs. In this vein, a strong partnership has developed with the University of Tennessee's Department of Agricultural and Resource Economics, the UT Institute for Public Service, and the Tennessee Department of Economic and Community Development to address the needs of small businesses and entrepreneurs, especially in rural Tennessee. Recently, these efforts culminated in the launch of an eight county pilot program, Creating a Rural Economic System in Tennessee (CREST, <http://trend.ag.utk.edu/crest.html>), funded through grants from the Delta Regional Authority and USDA-Rural Development.

The purpose of CREST is to assist targeted rural communities in Tennessee in transforming their local economies through the development of key components required for entrepreneurship and small business development.

Led by Dr. Michael Wilcox, an Assistant Professor and Extension Specialist in the Department of Agricultural and Resource Economics at UT, CREST takes a community-oriented approach to help the pilot communities become more 'entrepreneur friendly'.

"It comes as a surprise to some that entrepreneurship plays such an important role in Tennessee's rural economy," says Wilcox. "But, the time is now for our rural communities to bolster their local entrepreneurial assets and to pay attention to retaining and expanding the businesses that are already there."

CREST is designed to play an integral role in the process as community members, local officials, economic development professionals and entrepreneurs learn about the economic importance of entrepreneurship, finding and interpreting data, asset mapping, strategic planning, creating community buy-in, best practices in entrepreneurial development and evaluation methods through a combination of webinars and facilitated workshops.

CREST is currently being piloted in eight counties across Tennessee: east (Cumberland and McMinn), middle (Giles, Lewis and Perry) and west (Dyer, Henry and Weakley). Concurrently, a manual is being developed for use by Extension agents, economic development professionals and others



that are interested in fostering entrepreneurship.

For more information about CREST and the Department of Agricultural and Resource Economics' rural economic development activities, please contact:

Michael Wilcox, PhD

Assistant Professor
Department of Agricultural
and Resource Economics

mwilcox2@utk.edu

(865) 974 - 7410

<http://trend.ag.utk.edu/>



"THE TIME IS NOW FOR OUR RURAL COMMUNITIES TO BOLSTER THEIR LOCAL ENTREPRENEURIAL ASSETS AND TO PAY ATTENTION TO RETAINING AND EXPANDING THE BUSINESSES THAT ARE ALREADY THERE."

Pike County Theatre/Artists Collaborative Theatre is Going to the South East Theatre Conference

By Stephanie Richards, Pike County Fine Arts Agent

In 2005, Pike County Extension for Fine Arts became the first county in the state of Kentucky and even the entire nation to have a county extension program for Fine Arts. In 2010, one of the programs of that very innovative county extension program has been selected to represent the entire state of Kentucky as they advance to the South East Theatre Conference (SETC).

SETC is the regional theatre association that provides services and educational programs for individuals and organizations engaged in theatre. In its 61st year, the Southeastern Theatre Conference is the largest and most active regional theatre organization in the country. SETC recognizes that the theatre arts are a necessary and expressive means by which the human community may come to understand and celebrate itself. In addition, SETC acknowledges that the southeastern United States has a rich cultural diversity and legacy. Thus, SETC has as its purpose to provide services and educational programs for those individuals and organizations engaged in theatre in the southeast. Member states include: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. See setc.org for additional detailed information.

Artists Collaborative Theatre (ACT) entered the Kentucky Theatre Association (KTA) Festival with their 2010-2011 season opener, *Honky Tonk Angels*; a musical comedy and spirited story of three good old gals who are following their dreams to Nashville. They meet on a bus, team up to form an act and belt out tunes like "Stand by Your Man," "Coal Miner's Daughter," "9 to 5" and "Harper Valley PTA." KTA and SETC are part of the American Association for Community Theatres (AACT).

ACT celebrates local talent with Ashley Fleming, Lauren Stewart and Sarah Vazquez leading the pack of talent as the three women singers pursuing their dream and finding their place in this world. Ashley Fleming has grown up singing in our region and has been on

ACT's stage since the age of eight. She is now sixteen years old, a beautiful young lady and a dynamic performer. Fleming plays innocent Darlene, a motherless girl raised by her father, who steps out on her own to find her own way in a life of hardships. Lauren Stewart, a southwest Virginia native, who has just graduated from University of Pennsylvania with her BFA degree in musical theatre, returns home to take stage in *Honky Tonk Angels*. Lauren was a founding member of *The Kentucky Cycle* cast in 2002, ACT's first production. Stewart plays Sue Ellen, the career girl who needs to peel back the layers of California plastic to rediscover true heart and soul. Sarah Vazquez, originally of Pike County, KY has journeyed to California and Nashville and has returned home to raise her family near her family. Vazquez plays Angela, a stay at home mother and housewife, who needs to refuel and recharge.

The much loved and highly acclaimed Bodacious Bobcat band from the ACT productions of *Always...Patsy Cline* is returning to the ACT stage with two additions. Donnie Little, Ralph Justice, Jim Whited, Buddy Blackburn, Kenny Bentley, Richard Parker and JD Fagen lift the song list of thirty all time favorites to a level of musicianship and artistry primarily associated and credited to the Appalachian music culture.

In KTA, as well as SETC, the technical crews are highlighted in their responsibilities. ACT crew rose to the occasion placing the set in under four minutes and striking

in less than three minutes, according to all American Association for Community Theatre regulations. *Honky Tonk Angels* Technical Crew Members are: Samantha West (Co-Director), Sarah Haynes, Emily Chaney, Jimmy Chaney, Zach Chaney, Cal Ruth, Abigail Stafford, Bethany Hopkins and Allie SESCO.

ACT is a non-profit community theatre located in Elkhorn City, KY, a small east Kentucky town, population 1,060. ACT is in its eighth year as a company and third year in its new black box theatre built entirely by coal severance tax funding. The all-volunteer theatre company does year round programming that includes seven productions of sixteen performances per year plus an ongoing educational program that serves ages five to ninety-five. The scope of learning includes stage, sound, lighting, construction, costuming, design, teaching, arts administration and development, music and dance but more importantly the critical thinking skills that allow arts to be an essential building block for true life skills.

ACT received a total of three statewide awards at the KTA convention which includes high school, community theatre and professional acting competitions encompassing over 1000 actors and stage technicians.

For more information, go to our website www.act4.org or call 606.754.4228/606.422.7333.



National Issues Forums: public forums across Kentucky on Economic Security



National Issues Forums (NIF) is a nonpartisan, nationwide network of locally sponsored public forums for the consideration of public policy issues. It is rooted in the simple notion that people need to come together to reason and talk — to deliberate about common problems. Indeed, democracy requires an ongoing deliberative public dialogue.

These forums, organized by a variety of organizations, groups, and individuals, offer citizens the opportunity to join together to deliberate, to make choices with others about ways to approach difficult issues and to work toward creating reasoned public judgment. Forums range from small or large group gatherings similar to town hall meetings, to study circles held in public places or in people's homes on an ongoing basis.

CEDIK has partnered with MITT (Managing in Tough Times Initiative) at UK to help coordinate meetings for each of the seven Extension districts in Kentucky and they will be held in January and February in 2011. For locations, see box at right. The topic issue for each forum is "Economic Security: How Should We Take Charge of Our Future?" The forums provide a way for people of diverse views and experiences to seek a shared understanding of the problem and to search for common ground for action.

Forums are led by trained, neutral moderators, and use an issue discussion guide that frames the issue by presenting the overall problem and then three or four broad approaches to the problem. Forum participants work through the issue by considering each approach; examining what appeals to them or concerns them, and also what the costs, consequences, and tradeoffs may be that would be incurred in following that approach.

UPCOMING LEADERSHIP WEBINAR

Title: Leading by Example: How to be an Effective Relational Leader (2 Part Series)

Training Date/Time: Part One, January 10, 2011 1:30-2:30 EST
Part Two, March 21, 2011 1:30-2:30 EST

Description: One fundamental aspect of good leadership is the relationship that is developed between the leader and followers. But how does one do that? Factors such as trust, credibility, and honesty all figure into the leader-follower relationship. Still, integrating these ideas into everyday leadership interactions can be easier said than done. These webinars will address topics including: the role relationships play in leadership, developing trust and credibility, the link between relational and servant leadership, contributing to the "social good" within your community, and how to encourage youth to engage and give back to their community.

****Note:** In order to participate in Part 2 of this series, you need to have attended Part 1, or view Part 1 online prior to signing up for Part 2.**

If you have questions, please email Kristina Ricketts at

k.ricketts@uky.edu

Go to the CES in-service training page on CATPAWS to sign up!

District 1: January 19th, Lawrence County Cooperative Extension Office, 9:30am

Contact: Theresa Scott theresa.scott@uky.edu

District 2: January 20th, Clay County Cooperative Extension Office, 9:30am

Contact: Peggy Helton phelton@uky.edu

District 3: February 4th, Jefferson County Cooperative Extension Office, 9:30am

Contact: Dennis Ruhl druhl@uky.edu

February 9th, Kenton County Cooperative Extension Office, 9:30am

Contact: Diane Mason dmmason@uky.edu

District 4: February 2nd, Time TBD, Fayette County Cooperative Extension Office

Contact: Rob Amburgey ramburge@uky.edu

District 5: February 7th, Taylor County Cooperative Extension Office, 9am-12pm

Contact: Elijah Wilson elijah.wilson@uky.edu

District 6: Allen County, Date, Time and exact Location TBD

Contact: Janet Johnson jjohnson@uky.edu

Henderson, KY Date, Time and exact Location TBD

Contact: Mike Smith mcsmith@uky.edu

Owensboro, KY Date, Time and exact Location TBD

Contact: Lisa Hagman lhagman@uky.edu

District 7: January 27th, McCracken County Cooperative Extension Office, 9am-12pm

Contact: David Littlejohn david.littlejohn@uky.edu

February 10th, Caldwell County Cooperative Extension Office, 9am-12pm

Contact: Kellie Arnold karnold@uky.edu

Western Kentucky-Tennessee (Hickman, Fulton KY) –Date, Time, and exact Location TBD Contact: Alison Davis

Upcoming Events & Important Dates*

- January 18th Stronger Economies Together Training, London, KY
- January 19th SRDC's Foundations of Practice Webinar — Intro to the Series and Community Sustainability 3pm EST (for more information, visit <http://srdc.msstate.edu/fop/uptrain.html>)
****Contact CEDIK if interested. Sponsorship available to Extension Agents.****
- January 26th SRDC's Foundations of Practice Webinar — Energy 3pm EST
- February 2nd SRDC's Foundations of Practice Webinar — Local Food 3pm EST
- February 8th Stronger Economies Together Training, Union County, KY

*For more important dates and upcoming events, check out our website calendar at: www.ca.uky.edu/CEDIK/calendar

NACDEP

March 7th-9th, 2011
Charleston, SC

<http://nacdep.net/>

The National Association of Community Development Extension Professionals will be having their annual conference in March 2011. The theme is "Creating Opportunities in an Evolving Economy." Visit the NACDEP website for more details.

National Extension Tourism Conference

March 9th-11th, 2011
Charleston, SC

The National Extension Tourism Conference will be meeting in March 2011, with a one day overlap with NACDEP. The theme is "Initiatives in Tourism Development: Contributing to Community Prosperity." Visit the NET website for more details.

New Partners for Smart Growth Conference

February 3rd-5th, 2011
Charlotte, NC

This three day conference will be convening in February 2011 to explore how to build safe, healthy, and livable communities. Check our their website for more information. The registration deadline is January 14, 2011.

Ken-Tenn Institute for Sustainable Development

May 23rd-25th, 2011
Pine Mountain State Resort, KY

This two day conference will bring together 40 Extension Agents from Kentucky and Tennessee to learn more about Community and Economic Development topics including tourism, youth entrepreneurship, regionalism and others! Registration fee is \$70, and registration forms are at www.ca.uky.edu/CEDIK/Ken-Tenn

CEDIK QUARTERLY NEWLETTER

Dedicated to building Kentucky communities with a true sense of pride and place, rich natural and built amenities, and a strong economic base.



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