



New
Kentucky
Home



Leadership, Strategy, Structure, Process & Measurements

TEAM KENTUCKY: BUILDING A BETTER TOMORROW



A stable job is the beginning. A safe place to live and a community to call home allows us to dream bigger, do better and create more opportunities for future generations who live in the special place we call Kentucky.

SHARED RESPONSIBILITY - SHARED OPPORTUNITY

WHY?

Our Vision

Team Kentucky: Great jobs for neighbors supporting one another to build a better Kentucky with an economy that works for all residents and not just a few

WHAT?

Our Mission

Earn trust, be strategic and a super collaborator in growing jobs, investments and opportunity in all of our interdependent communities

Strategic Imperatives

A Global Winner in the Automotive Future

A Leader in the US Manufacturing Renaissance

Natural Assets: Capitalize on what makes KY unique, including logistics, hospitality and tourism

Capture our fair share of tomorrow's jobs in business, financial and professional services, including remote work

Invest in high-potential areas like aerospace, agritech and life sciences

HOW?

Operational Priorities

Competitive products:
Best Value
Best Service
Speed and Certainty

Workforce:
Collaborate to define roles and be active in developing the future workforce

Entrepreneurism and Innovation:
KY is known as the "make and ideate, launch-ready state"

Infrastructure:
Coordinate with stakeholders to accelerate growth

Placemaking:
Create welcoming communities with measurable quality-of-life benefits

Leadership Behaviors

Lead with Impact: Straight Talk:
Bias for Action with Accountability

- Serve
- Listen

- Build
- Lead

Shared Responsibilities
Shared Opportunities

Our Values

Respect

Inclusion & Diversity

Teamwork

Compliance

Spirit of Winning with Integrity

2025 Performance Goals

10,250 new jobs announced

\$6.08B new investment

\$27.03 average hourly wage without benefits

15% increase in Team KY ED/Site media impressions

1,300 compliance reviews found acceptable

750 business applications approved

The *Blueprint* identifies ten shared priorities for the Commonwealth

5 priority sectors

Where Kentucky could focus



Priority sector 1. Automotive

Win the automotive future



Priority sector 2. Manufacturing

Be a leader in the U.S. manufacturing renaissance



Priority sector 3. Natural assets

Capitalize on what makes Kentucky unique, including supporting distribution and logistics and hospitality and tourism



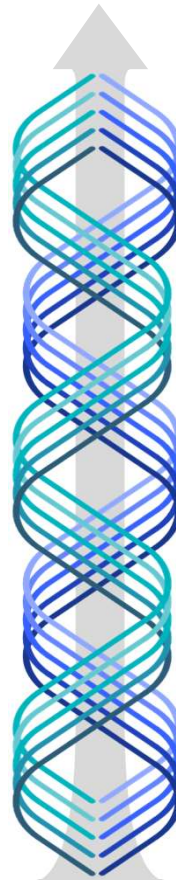
Priority sector 4. Business, financial, and professional services

Capture Kentucky's fair share of tomorrow's jobs across the Commonwealth, including through remote work



Priority sector 5. Investing in high-potential opportunities

Make intelligent moves to cultivate industry clusters, including aerospace, agritech, and life sciences



5 priority enablers

What Kentucky could do to win in priority sectors



Priority enabler 1. Competitive products

Invest to compete in strategic sectors



Priority enabler 2. Workforce

Partner to develop, energize, and support the workforce of the future



Priority enabler 3. Entrepreneurism and innovation

Catalyze ecosystems to build Kentucky's reputation as a "make and ideate," "launch-ready state"



Priority enabler 4. Infrastructure

Coordinate across Kentucky to accelerate growth



Priority enabler 5. Placemaking

Synchronize community and business efforts to build welcoming, inclusive, and diverse communities that enhance quality of life

How Kentucky could achieve success



Multi-level collaboration across economic developers

Build winning capabilities and accelerate collaboration across the local, regional, and state-level

RECORD-BREAKING MOMENTUM

Administration-to-Date (Dec 2019 – Aug 2025)



63,000+

New full-time jobs
announced



\$26.12

Average hourly
incentivized wage
before benefits (2024)



\$39.6B

Announced
investment



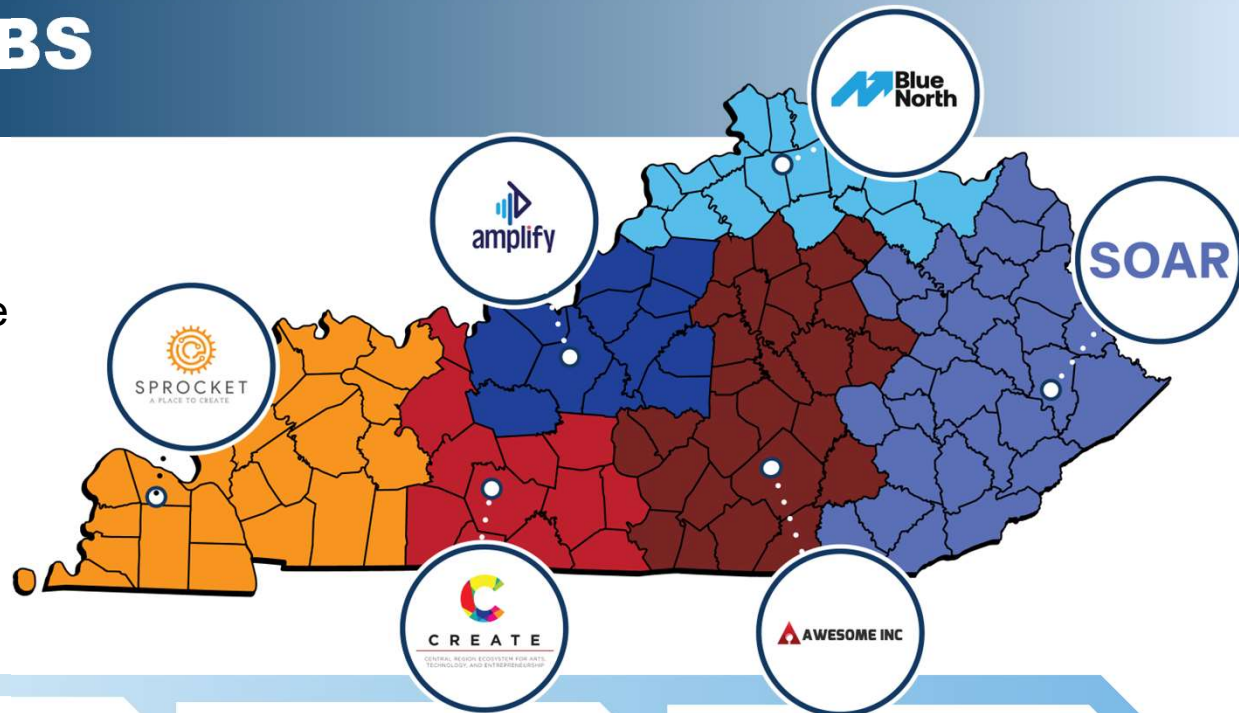
**BlueOval SK,
AESC & Ford**

The three largest
economic development
projects in Kentucky

KY INNOVATION HUBS

KY Innovation partners with KSTC and private non-profits through a competitive RFP process to create six regional KY Innovation Hubs.

View partners and team members:
<https://www.kyinnovation.com/team/>



5 YR IMPACT

2,637

**STARTUP
JOBS**

>15,000

**ENTREPRENEU
RS SERVED**

> \$600M

**CAPITAL
RAISED**

2025 PROJECT PIPELINE SNAPSHOT - STATEWIDE



175 Business Development Leads

51% Existing / 49% New

69% Domestic / 31% International

Lead Source: 23% Consultant / 24% Direct Contact / 36% Local Referral / 13% International Offices / 4% Other

Average Incentivized Hourly Wage: \$32.29

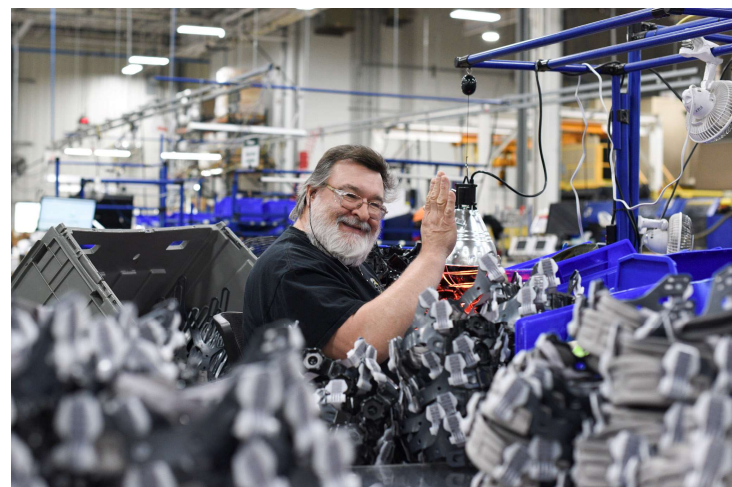
Top Industries by Number of Leads

1. Other (Machinery Mfg, etc.)
2. Automotive-related
3. Primary Metals
4. Energy / Environment
5. Food and Beverage

Avg Investment & Avg Jobs of Project Leads

Year	Capital Investment	Jobs
2025	\$169,114,830	212
2024	\$159,826,522	163
2023	\$265,346,565	235

**All Data above taken from Jan 1 – August 21 date range.*



KENTUCKY INDUSTRY SPOTLIGHT VISITS

Highlighting the businesses behind our success