



150 West Market, Indianapolis, IN
www.RJLSolutions.com



FEBRUARY 2024

PROJECT PROPOSAL

**COMMUNITY ECONOMIC
AND PROSPERITY PLAN**

Presented to

SPENCER COUNTY



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FIRM OVERVIEW

RJL Solutions was founded in 2017 to be a vital resource for ambitious organizations, equipping them to make connections, foster relationships and evoke change. Offering services across advocacy, planning, and marketing, our unique business platform allows us to be flexible and meet the needs of the client.

We are often praised for the detail of our work. We believe in taking advantage of every opportunity to offer the best results, sometimes under challenging circumstances. **RJL Solutions is a woman-owned business and a certified Disadvantaged Business Enterprise (DBE) in that state of Indiana.**

OUR WHY

RJL Solutions is a team of talented, motivated professionals prepared to create wins for your organization at every level. For us, it's not about just obtaining another client. It's about having the opportunity to help leaders influence and change organizations and communities for the better — in big ways.

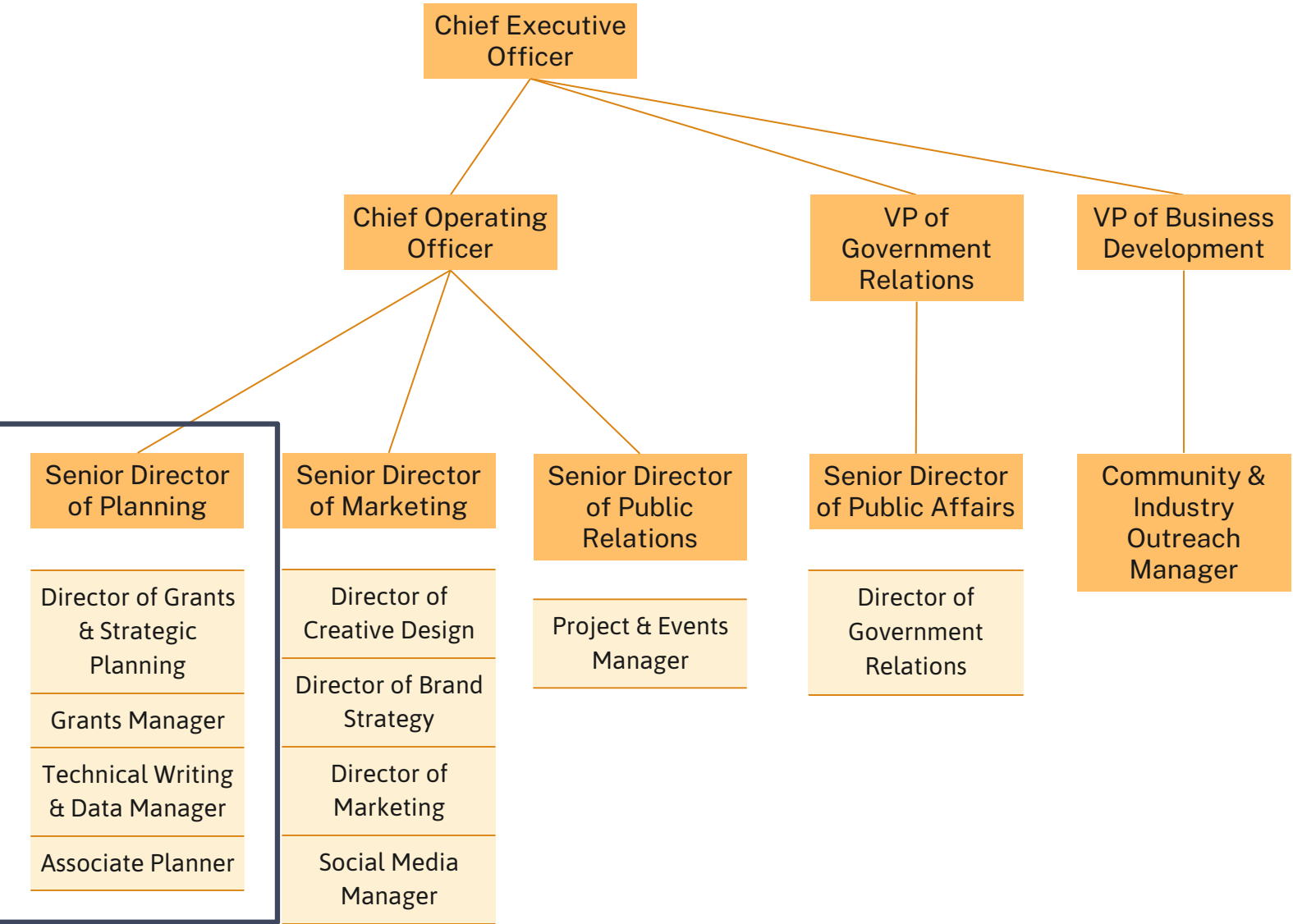
We believe that relevance is the key driver of any organization's success. To be relevant, an organization must have a meaningful story to tell, be present when decisions are made and have something of value to offer its stakeholders. At RJL Solutions, we have the tools necessary for building your organization's relevance, making you a leader in your industry.

AREAS OF EXPERTISE

- **Community Planning**
- **Feasibility Studies**
- **Economic Impact Studies**
- **Grant Research/Writing**
- **Graphic Design**
- **Visual Storytelling**
- **Public Relations**
- **Content Creation**

PROJECT TEAM

ORGANIZATION CHART



PROJECT TEAM

Meet our team of talented professionals.



Rachel Leslie
CEO

Rachel founded RJL Solutions in the summer of 2017 where she recognized the importance and value of advocacy and representation. As an experienced collaborator and registered lobbyist, Rachel advocates on behalf of her clients, strategically bringing them state and federal relationships and unique resources while also working to educate others on specific issues and promote public/private partnerships. Rachel has over 15 years of experience in government relationships, strategic communications, event management and intentional collaboration.



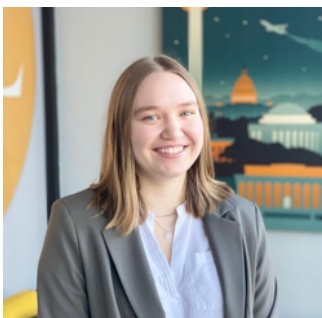
Jonathan Blake
Senior Director of Planning

Jonathan Blake is an urban planning professional with more than 20 years experience in local government administration, including complex project management, operations, and executive-level leadership. As Senior Director of Strategic Planning, Jonathan serves as both a visionary leader and operational manager for the planning and community development services offered at RJL Solutions.



Mckenzi Kumpf
Director of Grants and Strategic Planning

As a former student athlete and coach, McKenzi's competitive edge is lined with grit and grace which she brings each day to the RJL Solutions team. Hired as the team's first full-time grant writer, McKenzi quickly developed community development into a comprehensive service offering of RJL Solutions allowing the company to expand the grants and strategic planning services.



Anwyn Payonk
Technical Writing and Data Manager

Talented in various forms of strategic communications, Anwyn's professional experience ranges from copy editing, writing, social media graphics, public relations and grant writing. She is a self-proclaimed data geek and loves diving into quantitative and qualitative data to achieve recommendations and action items based on analytics.

RESUMES

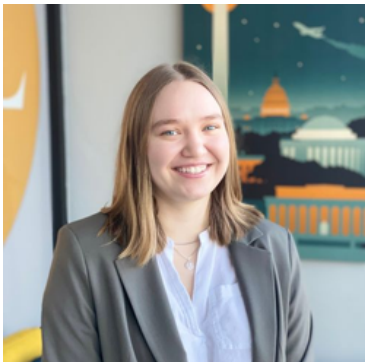
View our LinkedIn profiles to learn more about skills and qualifications.



Jonathan Blake
Senior Director of Planning



Mckenzi Kumpf
Director of Grants and Strategic Planning



Anwyn Payonk
Technical Writing and Data Manager



FIRM EXPERIENCE

FOR MORE EXAMPLE'S OF OUR COMPANY'S WORK, PLEASE VISIT:
WWW.RJLSOLUTIONS.COM/WORK

READI

WABASH RIVER REGIONAL DEVELOPMENT AUTHORITY

<https://www.rjlsolutions.com/case-studies/readi>

Quality of life continues to be the buzz amongst communities locally, state-wide and nationally and rightfully so. It's becoming increasingly more important to emphasize quality of life for communities to attract and retain talent. For Indiana, this became even more important for the 2021 Indiana Economic Development Corporation's (IEDC) Regional Economic Acceleration and Development Initiative (READI). Regions across the state had the opportunity to compete for millions of dollars to advance quality of life projects for their regions. Knowing opportunities like this come few and far between, the West Central Indiana Regional was ready to put their best foot forward.

RJL Solutions was hired by the Wabash River Regional Development Authority (RDA) to develop a plan on behalf of the 6-county region. With an emphasis on workforce, tourism and talent attraction and retention, the plan was composed of 23 projects throughout the six counties. In development, RJL Solutions facilitated conversations on behalf of the RDA, local leadership, the IEDC and all the project stakeholders to compose a plan worthy of millions in return. As a result, the IEDC awarded West Central Indiana \$20 million to advance priority projects.



FIRM EXPERIENCE

FOR MORE EXAMPLE'S OF OUR COMPANY'S WORK, PLEASE VISIT:

WWW.RJLSOLUTIONS.COM/WORK

Terre Haute Community Plan

City of Terre Haute

<https://www.rjlsolutions.com/case-studies/terre-haute-community-plan>

In 2018, the City of Terre Haute, Vigo County, and the Terre Haute Chamber of Commerce had an opportunity to launch a community plan that would take the City of Terre Haute and Vigo County to the next level. With a goal to increase population and reverse trends for declining per capital income, the See You In Terre Haute 2025 Community Plan was launched in the fall of 2019.

RJL Solutions worked along the City, County and Chamber to facilitate planning discussions with local citizens, business leaders and government officials; crafted and analyzed a public survey to truly understand the various needs and opportunities in the community; drafted and finalized the plan and facilitated the launch and execution of the plan. The final See You In Terre Haute 2025 Community Plan addresses six key pillars with priority projects and action items, all relating back to the community's vision to increase quality of life opportunities and support the overarching goals.

SEE YOU IN
TERRE*HAUTE
2025 COMMUNITY PLAN

CITY OF TERRE HAUTE & VIGO COUNTY, INDIANA
COMMUNITY PLAN

AUGUST 2019

FIRM EXPERIENCE

FOR MORE EXAMPLE'S OF OUR COMPANY'S WORK, PLEASE VISIT:

WWW.RJLSOLUTIONS.COM/WORK

KC-46A Community Support Package

Grissom Air Reserve Base

<https://www.rjlsolutions.com/case-studies/kc-46a-community-support-package>

Grissom Air Reserve Base had the opportunity to be one of the bases in the running to receive the KC-46A mission set that had a potential to bring 125 airmen and airwomen and their families to the communities surrounding the base. In response to the DoD, Grissom Air Reserve Base was asked to compile information on the community and how they would accommodate the additional airmen and airwomen into the community from housing, utility infrastructure, education, and more. In partnership with the Miami County Economic Development Authority, RJL Solutions was brought onboard to compile data on the community, facilitate stakeholder conversations, and write and design the final report to be submitted to DoD.

RJL Solutions spent two days in Miami County, Indiana meeting with several stakeholder groups with the North Central Indiana region including education, municipalities, relators, legislators, local businesses, community groups and foundations, and base personnel, to compile information and additional data on the community and how the community would accommodate the addition of airmen and women and their families. RJL then compiled the data into a written report and created a community packet that highlighted the assets that existed in and around the region including recreation, educational opportunities (k-12 and higher education), entertainment, transportation, and more.

SCOPE + INVESTMENT

Planning is a process that helps communities define how they will grow and develop. It reaches these goals while keeping important social, economic and environmental concerns in mind. It balances the interests of individual property owners with the broader interests and objectives of the whole community.

Planning also provides a strategic vision with a list of priorities creating collaboration amongst government, non-profits, business organizations, the private sector and the overall citizenry to compete at the highest level.

PARTICIPANTS SHOULD INCLUDE A VARIETY OF STAKEHOLDERS:

- **Business Organizations**
- **Education**
 - Private Schools
 - Public Schools
 - Higher Education
- **Healthcare**
 - Hospitals
 - Clinics
 - Nursing Homes/Assisted Living
 - Mental Health Hospitals
 - Therapy Centers
 - Other identified groups
- **Government**
 - City (Various Departments)
 - County (Various Departments)
 - Redevelopment Commission
 - Other identified/relevant entities
- **Nonprofit sector**
- Residents

SCOPE + INVESTMENT (CONT.)

WHAT WILL YOUR PLAN LOOK LIKE?

- **Appendix**
- **Letter from Chairs**
- **Local, State, and Federal Offices by category and contact**
- **Vision Statement**
- **Categorical Themes/Sub (Identified through data, research, and conversations)**
 - Collaboration (Where are the pieces of the puzzle and how to best utilize them)
 - Demographic Analysis
 - Economic Trends
 - Workforce/talent attraction
 - Quality of Life
 - Infrastructure
 - Utilities
 - Transportation
 - Catalyst Sites/Underutilized Properties
 - Other identified themes
- **Goals**
- **Priorities**
- **Timeline**
- **Asset Summary/Needed Asset Summary**
- **Resources Needed/Secured**
- **Secure Responsible Parties for Goals**
- **Legislative Priorities**

TOTAL INVESTMENT

\$144,000 Annual Contract (PAYABLE IN MONTHLY INSTALLMENTS OF \$ 12,000)

TIMELINE

MONTH 1-2

- Send out survey to Community Planning Leadership Group
 - What are you most excited about a Community Plan, if at all?
 - What are you most worried about a Community Plan, if at all?
 - Utilizing a statement or key words, describe your vision for Spencer County.
- Community Planning Leadership Group meets to discuss vision
 - RJL Solutions pulls themes from questionnaire to navigate a conversation and finalize a statement (take vote if opportunity presents a final decision).
- Develop communication strategy
- Branding

MONTH 3-4

- Collect data from community members
 - Send out survey (6-8 weeks) to community members via:
 - Social Media
 - Press Release
 - Email Lists
 - Etc.
- Survey to target 4 groups:
 - Business Community
 - Chamber Board and Other
 - Nonprofits
 - Utilizing nonprofit leads
 - Community Members
 - Share with employees
 - Young Professionals
- Host Community Workshop (up to 2)
- Facilitate key stakeholder interviews/focus group sessions (up to 4)
- All attendees at forums will complete the survey along with questions determined

TIMELINE (CONT.)

MONTH 5-6

- Gather data
 - Community surveys
 - Business Organization surveys
 - Nonprofits surveys
 - Past community plan(s)
 - Other as identified by larger group
- Benchmark peer communities based on population, annual budget, demographics, or organizational factors.
- Start identifying themes categorically utilizing collected data
 - Bucket data to identify trends and gaps.
 - Develop outline of the plan to be approved by Leadership Team.
- Push out press release with vision and way forward
 - RJL Solutions to write the news release approved by Leadership Team Chair.
 - Communications with media

MONTH 7-8

- Draft Community Economic Plan and Implementation Strategy (30-60 pages)
- Review with commissioners and staff
- Community Open House Presentation
- Final Draft for Public Hearing and Adoption

MONTH 9-12

- Next Steps/PHASE 2
- Timeline (Present Timeline for Continuation)
- Implementation Strategy