



Appalachian Regional Healthcare, Inc.
www.arh.org

December 7, 2015

Mr. Brad Hall
AEP Kentucky Power Company
3249 N Mayo Trail

Pikeville, KY 41501

Dear Brad,

As you are aware the economies of the communities that ARH serves have been significantly hurt over the past seven years due to the down turn in the coal industry. The future is a challenging one for these communities. If the economic picture does not improve, it will be for ARH as well. In response to this, ARH is working with local business people and government officials to address this problem.

In Harlan and Perry County, these groups have come together to form private, 501(c) 3 organizations with a unique and important mission: “to attract, develop and expand a diversified business base throughout the county.” **We believe this organization is critical now more than ever to our region’s growth and development.**

These organizations, known as Perry County Economic Development Board (PCEDB) and One Harlan County have a common vision: to work with the other private and public agencies in the county and surrounding areas, including, One East Kentucky, to diversify the economy. The objective of both organizations is to pool resources from both public and private sectors, to ensure that each county is best positioned to attract new business, to strengthen the existing business base, and thereby ensure job growth for our region. This effort will ensure:

- that we have a detailed description of available business properties
- that the Industrial Park is maintained in a manner attractive to manufacturing and other similar industries
- that active relationships are maintained with current employers in the area and
- private and government agencies in and around each county are engaged to promote economic development.

While some of these functions are already performed in part by others, no one group has attempted to forge all of them together in a single, unified effort—until now. Each entity’s goal will be to work with all business and related entities, whether private or governmental, to ensure that the respective County is attractive to potential employers around the world.

System Center-Lexington
PO Box 8086
Lexington, KY 40533
(859) 226-2440

System Center-Hazard
100 Airport Gardens Road
Hazard, KY 41701
(606) 439-6900

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To fund this endeavor we are soliciting businesses and citizens to join us in investing in our community. We believe that we all have a vital and ongoing interest in the success of these counties, and I ask that you consider joining us in raising the funds necessary to support our organization.

We are asking that you consider a 5 year pledge/investment. Our goal is to raise \$1,000,000.00 for each organization. This will create an operating budget of \$200,000.00 annually.

Our investors will be driving this effort, and we need your support and talents to achieve success. We already have two Investor Members: Kentucky Power and ARH who have pledged more than \$20,000.00 per year toward our efforts in Perry County and ARH has pledged the same in Harlan County.

I have enclosed a pledge form for your convenience. Our Capital Campaign will end on February 29, 2016. As soon as we have funds committed, we will begin our hiring process, and begin working our strategic plan.

Please feel free to contact me if you have questions or if you would like to schedule a meeting to discuss this opportunity in person.

Thank you in advance for your consideration.



Joseph L. Grossman
President & CEO

Enclosures



PERRY COUNTY
ECONOMIC DEVELOPMENT BOARD

Perry County Economic Development Campaign Pledge Letter

Date: _____

Perry County Economic Development Board
Attn: Max Mitchell
P.O. Box 1059
Hazard, KY 41702

Dear Perry County Economic Development Board:

On behalf of _____, I am pleased to support the "Perry County Economic Development Board" (PCEDB) Initiative. I understand that the Board is offering tax-deductible memberships, at \$1,000 each.

I whole heartedly support PCEDB and wish to be an Investor Level Member, requiring a minimum of 20 memberships, and have a guaranteed seat on the PCEDB Board. _____ (please initial if this is your desire)

I/We hereby pledge an investment of \$ _____ per year for five (5) years, representing _____ memberships.

Please find the first year's installment, in the amount of \$ _____ enclosed.

Subsequent installments will be made in _____ (MONTH) in 2016, 2017, 2018 and 2019

Thank you for your leadership of this effort. I/We look forward to hearing about the Board's ongoing progress and success.

Sincerely,

