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Industrial Resources: Madison County - Berea

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Kentucky

Resources For Economic Development

Berea (Madison County)

February 1998



Prepared by
The Kentucky Cabinet for Economic Development
Division of Research
in cooperation with
The Berea Chamber of Commerce

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BEREA, KENTUCKY - A RESOURCE PROFILE

Berea, home of Berea College, is situated in southern Madison County near the edge of central Kentucky's Blue Grass Region. The city is located 39 miles south of Lexington, Kentucky; 113 miles southeast of Louisville, Kentucky; and 135 miles north of Knoxville, Tennessee.

Madison County covers a land area of 440 square miles and had an estimated 1996 population of 64,297 persons. Berea had an estimated 1996 population of 10,007 persons.

Berea's reputation as a center of artists and craftsmen is known internationally. The community strives to preserve the Appalachian heritage of fine quality artistry and craftsmanship. Many shops and galleries are open to the public in Berea, including shops owned by organizations and by private individuals alike. In addition, numerous antique outlets are located in Berea.

The Economic Framework - The total number of Madison County residents employed in 1996 averaged 31,898. Manufacturing firms in the county reported 5,383 employees; wholesale and retail trade provided 6,276 jobs; 4,517 people were employed in service occupations; state and local government accounted for 4,924 employees; and contract construction firms provided 753 jobs.

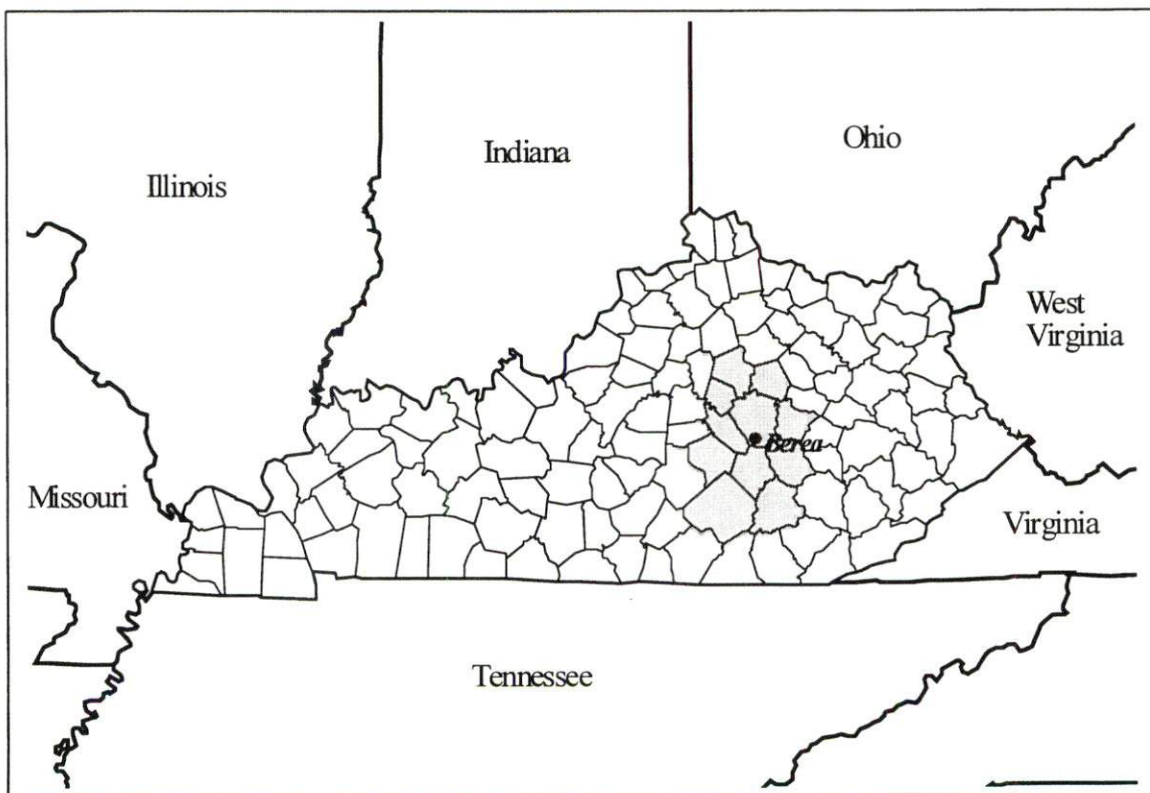
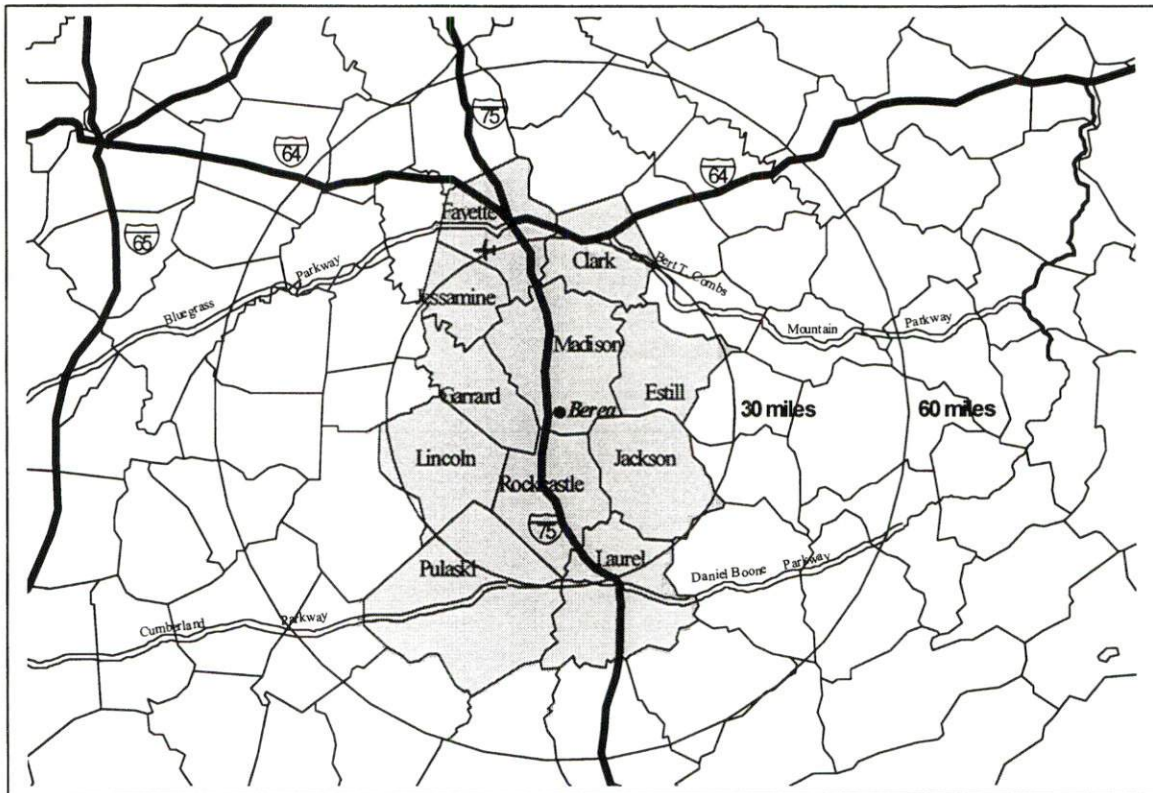
Labor Supply - There is a current estimated labor supply of 126,972 persons available for industrial jobs in the labor market area. In addition, from 1998 through 2002, approximately 34,281 young persons in the area will become 18 years of age and potentially available for industrial jobs.

Transportation - AAA-rated trucking highways serving Berea include Interstate 75 and U.S. Highway 25. Twenty-three common carrier trucking companies provide interstate and/or intrastate service to Berea. CSX Transportation provides main line rail service to Berea. The nearest scheduled commercial airline service is available at Lexington's Blue Grass Airport, 43 miles northwest of Berea. The Madison Airport, six miles north of Berea, maintains a 4,000-foot paved runway and offers charter service.

Power and Fuel - Berea receives electric power from the Berea College Electric Utility. Kentucky Utilities Company, Blue Grass Rural Electric Cooperative Corporation and Clark Rural Electric Cooperative each serve portions of Madison County. Delta Natural Gas Company, Inc., provides natural gas service to Berea.

Education - The Madison County School System and the Berea Independent School System (which is accredited by the Southern Association of Colleges and Schools) provide primary and secondary public education to Berea and Madison County. Three nonpublic schools also operate in Madison County. Berea College is a private, four-year college offering a unique, tuition-free work/study program. Nine other institutions of higher learning are located within 55 miles of Berea. Vocational-technical training is available at the Madison County Area Technology Center in Richmond, 15 miles north of Berea; at the Laurel County Regional Technology Center and the Central Kentucky Regional Technology Center, both within 40 miles of Berea.

LABOR MARKET AREA MAPS



LABOR MARKET STATISTICS

The Berea labor market area includes Madison County and the Kentucky counties of Clark, Estill, Fayette, Garrard, Jackson, Jessamine, Laurel, Lincoln, Pulaski and Rockcastle.

Population

	<u>1996*</u>	<u>1990</u>	<u>1980</u>
Labor Market Area	554,504	508,801	467,059
Berea	10,007	8,226	6,956
Madison County	64,297	57,508	53,352

*Population estimates.

Source: U.S. Department of Commerce, Bureau of the Census.

Population Projections

	<u>2000</u>	<u>2010</u>	<u>2020</u>
Labor Market Area	591,556	650,769	701,735
Madison County	67,802	74,475	79,965

Note: Population projections are from High Growth Series forecast.

Source: University of Louisville, Urban Studies Center, State Data Center.

Estimated Labor Supply

	<u>Available Labor, 1996</u>			<u>Future</u>	
	<u>Total</u>	<u>Unemployed</u>	<u>Potential Labor Supply</u>	<u>Underemployed</u>	<u>Becoming 18 years of age 1998 thru 2002</u>
Labor Market Area*	126,972	10,373	17,021	99,578	34,281
Madison County	10,163	1,141	0	9,022	3,514

*Additional workers may be drawn from other nearby counties.

Note: Unemployed- people not working but actively seeking work. Potential Labor Supply - represents the number of persons who would enter the labor force if suitable employment were available (based on the assumption that persons in Kentucky would like to participate in the labor force in the same proportion that they do nationally). Underemployed - people employed in wholesale/retail trade and non-professional services. Only unemployed is a generally accepted measure. Potential Labor Supply and Underemployed are weaker measures; use with caution.

Sources: Kentucky Cabinet for Economic Development estimates based upon data from Kentucky Workforce Development Cabinet, Department for Employment Services and U.S. Department of Commerce, Bureau of the Census. Kentucky Cabinet for Economic Development, Future Labor Supply Becoming 18 Years of Age, 1998 through 2002.

Labor Force Characteristics of Residents, 1996

	<u>Madison County</u>	<u>Labor Market Area</u>
Civilian Labor Force	33,039	284,259
Employment	31,898	273,886
Unemployment	1,141	10,373
Rate of Unemployment (%)	3.5	3.6

Source: Kentucky Workforce Development Cabinet, Kentucky Labor Force Estimates, Annual Averages 1996.

Work Force Commuting Patterns (1990)

Workers Commuting out of County	6,448
Workers Commuting into County	4,849
Working and Residing in County	20,436

Source: University of Louisville, State Data Center.

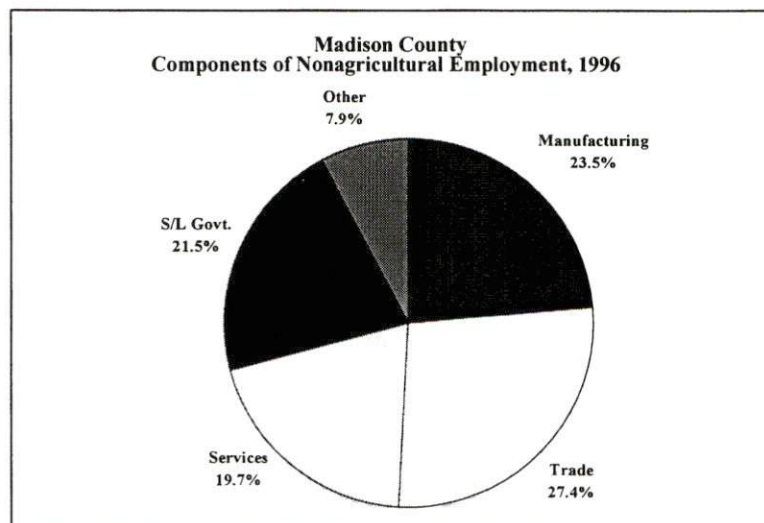
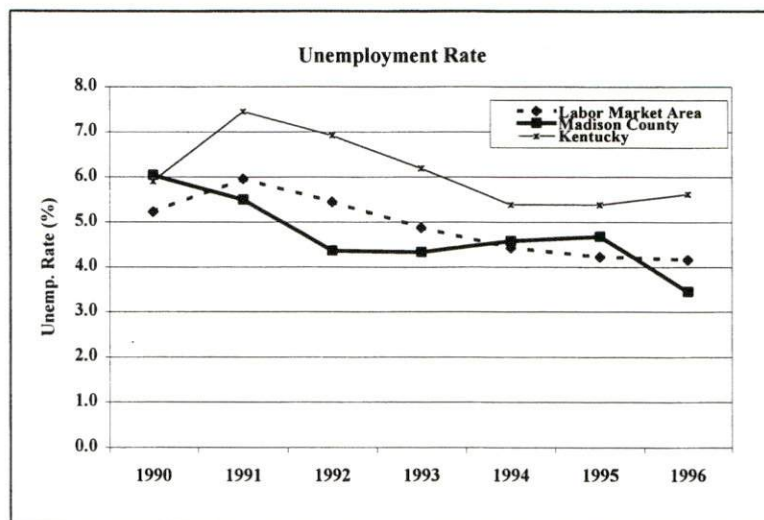
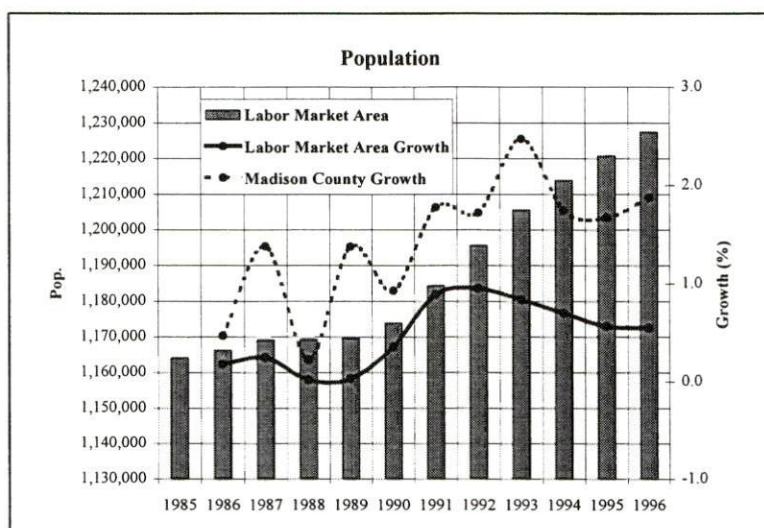
Selected Components of Nonagricultural Employment, by Place of Work, 1996

	<u>Madison County</u>	<u>Labor Market Area</u>
All Industries (total)	22,908	253,907
Manufacturing	5,383	41,349
Wholesale & Retail Trade	6,276	67,923
Services	4,517	64,384
State/Local Government	4,924	40,795
Contract Construction	753	12,954

Note: Excludes domestic workers, railway workers, certain nonprofit corporations, majority of federal government workers, and self-employed workers.

Source: Kentucky Workforce Development Cabinet, Average Monthly Workers Covered by Kentucky Unemployment Insurance Law, 1996.

SELECTED CHARTS



Per Capita Personal Income

<u>Area</u>	<u>1991</u>	<u>1995</u>	<u>Percent Change (1995-1991)</u>
Madison County	\$13,743	\$16,675	21.3
Labor Market Area Range	\$9,358 - \$21,020	\$11,398 - \$25,042	-
Kentucky	\$14,747	\$17,721	20.2
U.S.	\$18,666	\$21,696	16.2

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Average Placement Wages

Madison County is served by the Winchester local office of the Kentucky Department for Employment Services. The focus of the following data is on job placements made by the Winchester local office and may therefore be used as an indicator of the wages which employers in the area pay new employees. During the twelve months which ended on June 30, 1996, the local employment office filled 2,138 job openings in various occupational categories. The average hourly wage for selected occupational categories were:

<u>Occupational Category</u>	<u>Number of Placements</u>	<u>Average Wage(\$)</u>
All Occupations	2,138	5.67
Clerical	143	5.28
Sales	34	5.41
Services (excluding domestic)	293	4.14
Agricultural, Fishery, Forestry, etc.	26	5.29
Processing	96	6.88
Machine Trades	238	6.60
Bench Work	808	5.19
Structural	161	9.06
Motor Freight/ Transportation	49	4.95
Packaging and Materials Handling	256	5.86
Other	3	11.00

The Winchester local office also serves Clark, Estill and Powell Counties. The above occupational categories are taken from the Dictionary of Occupational Titles published by the U.S. Department of Labor.

Source: Kentucky Workforce Development Cabinet, Department for Employment Services.

**Average Weekly Wages by Industry
By Place of Work, 1996***

	<u>Madison County</u>	<u>Kentucky (Statewide)</u>	<u>Tennessee</u>	<u>Virginia</u>
All Industries	\$411.70	\$465.37	\$495.00	\$525.00
Mining & Quarrying	0.00	774.09	718.00	763.00
Contract Construction	406.24	489.34	524.00	515.00
Manufacturing	581.74	608.62	592.00	615.00
Transportation, Communications & Public Utilities	469.78	620.62	620.00	718.00
Wholesale & Retail Trade	247.02	319.59	N/A	N/A
Finance, Insurance & Real Estate	400.25	576.81	653.00	688.00
Services	369.39	420.80	471.00	550.00
State/Local Government	475.20	473.35	N/A	N/A
	<u>Indiana</u>	<u>Ohio</u>	<u>Illinois</u>	<u>U. S.</u>
All Industries	\$507.00	\$528.00	\$599.00	\$550.00
Mining & Quarrying	810.00	732.00	887.00	916.00
Contract Construction	577.00	590.00	731.00	583.00
Manufacturing	699.00	738.00	737.00	697.00
Transportation, Communications & Public Utilities	614.00	641.00	725.00	694.00
Wholesale & Retail Trade	N/A	N/A	N/A	N/A
Finance, Insurance & Real Estate	587.00	638.00	874.00	802.00
Services	434.00	466.00	547.00	523.00
State/Local Government	N/A	N/A	N/A	N/A

* Wages for U.S. and surrounding states rounded to nearest dollar.

N/A Not Available.

Note: The average weekly wage for each category includes the salaries and wages of all persons working for that type business. For example, the manufacturing category includes both production workers and administrative personnel. Excludes domestic workers, railway workers, certain nonprofit corporations, majority of federal government workers, and self-employed workers.

Sources: Kentucky Workforce Development Cabinet, Average Weekly Wages of Workers Covered by Kentucky Unemployment Insurance Law, 1996. U.S. Department of Labor, Bureau of Labor Statistics, Employment and Wages, Annual Averages, 1996, November 1997.

EXISTING INDUSTRY

Berea Manufacturing Firms, Their Products and Employment

<u>Firm</u> <u>(Establishment date)</u>	<u>Product</u>	<u>1997</u> <u>Average Employment</u>
Alcan Rolled Products-Recycling (1989)	Aluminum can stock ingot	107
Berea Citizen (1904)	Newspaper, printing circulars	7
Berea College, Student Craft Programs (1855)	Furniture, wooden games, kitchen items, fireside brooms	225
Berea Machine and Tool, Inc. (1991)	Fabricated metal parts, fixtures	20
Berea Tool & Cutter Grinding, Inc. (1984)	Tools and dies, machine shop, cutter grinding	9
Berea Top Shop, Inc. (1978)	Counter tops	11
Booneway Farms, Inc. (1988)	Jellies, preserves, salsa, sauces, seasoning, mustards, syrups	20
Churchill Weavers, Inc. (1922)	Baby blankets, afghans	80
Coy Custom Cabinetry (1984)	Wood cabinets	2
Dresser Instrument Division (1961)	Industrial pressure gauges, pressure and vacuum gauges	370
Gibson Greetings, Inc. (1967)	Candles	280
Hayes Wheels International, Berea Operations (1986)	Heavy-duty brake drums and hubs	130
Integrity Mold & Die Ltd. (1988)	Plastic injection molds, material handling systems	19
Kentucky Homes Magazine (1989)	Real estate magazine	8
Kentucky Steel Center (1977)	Steel processing	50
KI (USA) Corporation (1989)	Automotive metal stampings, welded component part assemblies, painted automobile parts	360
Matsushita Electric Motor Corporation of America (1996)	Small electric motors	120
Menasha Corporation (1991)	Corrugated containers	5
NACCO Materials Handling Group, Inc. (1973)	Industrial lift trucks and uprights	600
Parker Seal Company (1951)	Rubber O-rings	300
Phoenix Products, Inc. (1973)	Aircraft simulators, aircraft parts and interiors, fiberglass kayaks and small boats	20
PPG Industries (1989)	Automotive windshields	133
Tokico (USA) Inc. (1988)	Automotive shocks absorbers, automotive struts, automotive caliper brakes	550
Tree Finery Workshop (1979)	Custom wood furniture	1

Sources: Kentucky Cabinet for Economic Development, Division of Research; City of Berea.

Recent Industrial Developments

Matsushita Electric Motor Corporation of America began operations in Berea in 1996 creating 120 new jobs. Kentucky Steel Center also began operations employing 50 persons. Hayes Wheels International is in the process of expanding operations and will increase employment by 50 to 80 persons. Tokico (USA) Inc. also underwent expansion recently.

Major Berea Supportive/Service Employers

First Image, a computer data service company, operates a facility in Berea which employs approximately 185 persons. The company provides data conversion, data processing, document processing, and word processing services.

Berea College, a private, four-year institution of higher learning, comprises a major percentage of the area labor force. The College employs approximately 550 persons.

Labor Organizations in Manufacturing Firms

<u>Union</u>	<u>Representing workers at:</u>
International Brotherhood of Firemen and Oilers, AFL-CIO	Gibson Greeting, Inc. Parker Seal Company
United Paperworkers International Union, AFL-CIO	Dresser Instrument Division

Selected Industrial Services

<u>Types of Services</u>	<u>Location</u>	<u>Mileage from Berea</u>
Custom Plastics Producers	Richmond, Kentucky	15
	Mt. Vernon, Kentucky	17
Electric Motor Repair	Danville, Kentucky	34
	Lexington, Kentucky	39
Heat Treating Facilities	Richmond, Kentucky	15
Industrial Waste Removal	Berea, Kentucky	-
Machine Shops, Tool & Die	Berea, Kentucky	-
Metal Castings	Cynthiana, Kentucky	71
Metal Finishers	Richmond, Kentucky	15
Metal Service Centers	Richmond, Kentucky	15
Millwrights & Riggers	Lexington, Kentucky	39

Source: Kentucky Cabinet for Economic Development, Division of Research.

TRANSPORTATION

Highways

Interstate 75 and U.S. Highway 25 are AAA-rated (80,000-pound gross load limit) trucking highways serving Berea. Two interchanges of Interstate 75 are located within two miles west of Berea. Interstate 75 provides direct access to Interstate 64, 37 miles north of Berea near Lexington. The Mountain Parkway is accessible 38 miles northeast of Berea, and provides multi-lane highway access to eastern Kentucky. The Cumberland Parkway, accessible 42 miles southwest of Berea, provides multi-lane highway access to western Kentucky. The Daniel Boone Parkway is accessible 38 miles south of Berea and provides access to southeast Kentucky.

Highway Miles From Berea, Kentucky, To Selected Market Centers

City	Highway Miles	City	Highway Miles
Atlanta, GA	344	Los Angeles, CA	2,200
Baltimore, MD	552	Louisville, KY	113
Birmingham, AL	389	Nashville, TN	211
Chicago, IL	411	New Orleans, LA	732
Cincinnati, OH	122	New York, NY	720
Cleveland, OH	368	Pittsburgh, PA	412
Detroit, MI	381	St. Louis, MO	374
Knoxville, TN	135		

Note: Mileage computations are via the best interstate or primary highways, not necessarily the most direct route of travel.

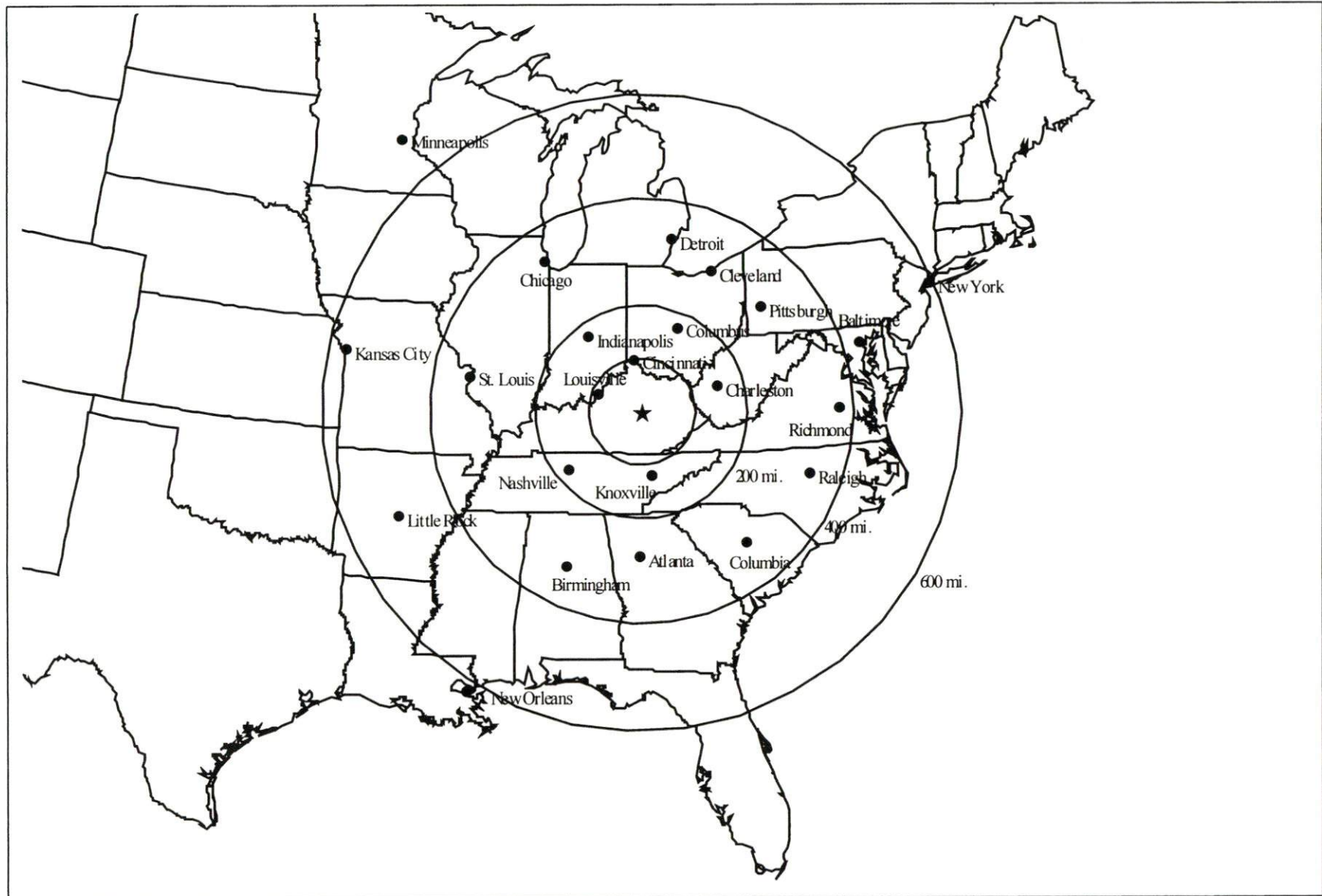
Source: AAA Map' n' Go 3.0 for Windows, DeLORME, 1997.

Truck Service

Twenty-three common carrier trucking companies provide interstate and/or intrastate service to Berea.

Source: American Motor Carrier Directory, Spring 1998.

SELECTED MARKET CENTERS



Rail

CSX Transportation provides main line rail service to Berea. Norfolk Southern Corporation provides the nearest intermodal facilities at Georgetown, Kentucky, 53 miles north of Berea.

For details on routing, schedules, rates, and services contact:

Manager
Industrial Development
CSX Transportation
9420 Bunsen Parkway
Suite 212
Louisville, Kentucky 40220
(502) 499-3025

Air

Local

Location:	Madison Airport 6 miles north of Berea
Runways:	1 paved
Length:	4,000 feet
Traffic	
Control:	Lighted wind sock
Lighting:	Runway, taxiway, beacon, VASI, REIL, AND MIRL
Services:	100LL and jet-A fuels, major A & P repairs; tie-down; plane rental; hangar with office, lobby, and maintenance shop; flight training; FBO; charter; parking; car rental
Air Freight Service:	Chartered air freight services must be arranged

Construction of a new access road to the Madison Airport will begin in the spring of 1998.

	Berea-Richmond Airport (Lackey Airport)
Location:	5 miles north of Berea
Runways:	1 turf
Length:	2,400 feet
Traffic	
Control:	Unicom 122.9
Lighting:	None
Services:	Tie-down, sport parachuting, auto fuel

Nearest Scheduled Commercial Airline Service

	Blue Grass Airport
Location:	4 miles west of Lexington, Kentucky; 43 miles northwest of Berea
Air Service:	ASA, Comair, Continental Express, Delta, Northwest Airlink, TW Express, United Express, US Airways
Daily Arrivals & Departures:	192

UTILITIES

Electricity

Company serving **Berea and parts of Madison County** - Berea College Electric Utility

Source of power - Kentucky Utilities Company

For industrial rates contact:

Berea College Electric Utility

C.P.O. 2337

Berea, Kentucky 40404

(606) 986-9341 Ext. 6462

Company serving **parts of Madison County** - Kentucky Utilities Company

Source of power - Kentucky Utilities Company

For industrial rates contact:

Economic Development Department

Kentucky Utilities Company

One Quality Street

Lexington, Kentucky 40507

(606) 255-2100

Company serving **parts of Madison County** - Blue Grass Rural Electric Cooperative

Corporation and Clark Rural Electric Cooperative

Source of power - East Kentucky Power

For industrial rates contact:

Industrial Development Department

East Kentucky Power

P.O. Box 707

Winchester, Kentucky 40392-0707

(606) 744-4812

Blue Grass Rural Electric Cooperative

Corporation

P.O. Box 990

Nicholasville, Kentucky 40340-0990

(606) 885-4191

and/or

Clark Rural Electric Cooperative

P.O. Box 748

Winchester, Kentucky 40392-0748

(606) 744-4251

Natural Gas

Company serving **Berea** - Delta Natural Gas Company, Inc.

Source of supply - Tennessee Gas Pipeline Company

For rates and supplies contact:

VP-Public and Consumer Affairs
Delta Natural Gas Company, Inc.
3617 Lexington Road
Winchester, Kentucky 40391
(606) 744-6171

Public Water Supply

Company serving Berea -	Berea College Water Utilities C.P.O. 2337 Berea, Kentucky 40404 (606) 986-9341 Fax (606) 986-9690
Source -	Four reservoirs
Treatment plant capacity-	4,000,000 gallons per day
Average daily consumption -	2,185,000 gallons
Peak daily consumption -	3,090,000 gallons
Storage capacity -	3,500,000 gallons
Water pressure -	70 psi to 90 psi

Name of water district -	Southern Madison Water District P.O. Box 168 Berea, Kentucky 40403 (606) 986-9031 Fax (606) 986-1794
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Area served -	South Madison County
Source of treated water -	Berea College Water Utility
Amount that can be purchased -	700,000 gallons per day
Average daily consumption -	550,000 gallons
Peak daily consumption -	600,000 gallons
Storage capacity -	180,000 gallons
Water pressure -	30 psi to 125 psi

Sewerage

Company serving Berea -	City of Berea Sewer Commission P.O. Box 405 Berea, Kentucky 40403 (606) 986-4391
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Design capacity -	3,100,000 gallons per day
Average daily flow -	2,400,000 gallons
Type of treatment -	Secondary
Treated effluent discharged into -	Silver Creek

CLIMATE

Madison County

Normal (30-year record)	54.90 degrees
Average annual 1996	53.60 degrees
Record highest, July 1988 (52-year record)	103.00 degrees
Record lowest, January 1963 (52-year record)	-21.00 degrees
Normal heating degree days (30-year record)	4,783
(Heating degree day totals are the sums of negative departures of average daily temperatures from 65 degrees F.)	

Precipitation

Normal total (30-year record)	44.55 inches
Normal annual snowfall (30-year record)	17.50 inches
Total precipitation 1996	53.81 inches
Normal number days precipitation (.01 inch or more) (30-year record)	129.10
Mean number days thunderstorms (52-year record)	44.10

Prevailing Winds (30-year record) South

Relative Humidity (30-year record)

1 a.m.	77 percent
7 a.m.	82 percent
1 p.m.	60 percent
7 p.m.	64 percent

Source: U.S. Department of Commerce, Environmental Science Services Administration, Climatological Data, 1996. Station of record: Lexington, Kentucky.

LOCAL GOVERNMENT

Structure

Berea is governed by a mayor, eight council members, and a full-time city administrator. The mayor is elected to a four-year term, while the council members each serve two-year terms. Madison County is governed by a county judge/executive and four magistrates. Each county official is elected to a four-year term.

Planning and Zoning

City agency - Berea Planning and Zoning Commission
Zoning enforced - Within the city
Subdivision regulations enforced - Within the city and one mile beyond the corporate limits
Local codes enforced - Building and housing
Mandatory state codes enforced - Kentucky Plumbing Code, National Electric Code, Kentucky Boiler Regulations and Standards, Kentucky Building Code (modeled after BOCA code)

Local Fees and Licenses

Madison County, excluding the cities of Berea and Richmond, levies a one percent occupational license tax on wages, salaries, and commissions of individuals and on net profits of businesses. The City of Berea levies a two percent occupational license tax on wages, salaries, and commissions of individuals and on net profits of businesses located within the city. Taxpayers employed within the city pay only the city tax.

Property Taxes

The Kentucky Constitution requires the state to tax all classes of taxable property, and state statutes allow local jurisdictions to tax only a few classes. All locally taxed property is subject to county taxes and school district taxes (either a county school district or an independent school district). Property located inside of city limits may also be subject to city property taxes.

Special local taxing jurisdictions (fire protection districts, watershed districts, and sanitation districts) levy taxes within their operating areas (usually a small portion of community or county).

Property assessments in Kentucky are at 100% fair cash value. Accounts receivable are taxed at 85% of face value.

State and Local Property Tax Rates

State Property Tax Rates Per \$100 Valuation

<u>Selected Classes of Property</u>	<u>1996 State Rate</u>	<u>Local Taxation Permitted</u>
Real Estate	\$0.163	YES
Manufacturing Machinery	0.150	NO
Pollution Control Equipment	0.150	NO
Inventories		
Raw Materials	0.050	NO
Goods in Process	0.050	NO
Finished Goods	0.050	YES
Motor Vehicles	0.450	YES
Other Tangible Personal Property	0.450	YES
Intangibles (Accounts Receivable, Money on Hand)	0.250	NO

Local Property Tax Rates Per \$100 Valuation, 1996

<u>Taxing Jurisdiction</u>	<u>Real Estate</u>	<u>Finished Goods & Tangibles</u>	<u>Motor Vehicles</u>
Madison County	\$0.2088	\$0.2288	\$0.2280
Berea	0.0330	0.0330	0.0505
School Districts:			
Berea Independent	0.5350	0.5350	0.5910
Madison County	0.5240	0.5240	0.5580

EDUCATION

Public Schools

	Berea Independent	Madison County
Total Enrollment (Fall, 1997)	1,038	8,089
Accreditation	Southern Association of Colleges and Schools	
Pupil-Teacher Ratio (1996-97)	15.0-1	15.5-1
Percent High School Graduates to College (1996-97)	66.0	57.0
Expenditures Per Pupil (1996-97)	\$5,142.00	\$4,576.00

In joint cooperation with the Richmond and Berea Chambers of Commerce and the Madison County School System, the "Adopt-A-School" program offers an innovative approach to learning for Madison County students. The program is designed to bring business and education together in a one-to-one relationship. Individual businesses adopt a particular school and provide assistance in enhancing the curriculum and creating innovative programs geared toward business and professional training.

Nonpublic Schools

<u>School</u>	<u>Enrollment</u>	<u>Grades</u>
Harvest Christian Academy (Richmond)	56	K-12
Model Laboratory (Richmond)	750	K-12
St. Mark Elementary (Richmond)	186	PS-8

Model Laboratory functions as a public school in cooperation with local school districts in Madison County and Eastern Kentucky University. The institution, which is fully accredited by the Southern Association of Colleges and Schools and by the Kentucky Department of Education, provides teacher training for the college students and a small-classroom learning environment for local primary and secondary level students. A tuition fee is required.

Area Colleges and Universities

<u>Name</u>	<u>Location (Miles from Berea)</u>	<u>Enrollment (Fall, 1996)</u>
Berea College	Berea, Kentucky	1,515
Eastern Kentucky University	Richmond, Kentucky (15)	15,161
Centre College	Danville, Kentucky (34)	965
Sue Bennett College	London, Kentucky (38)	404
Lexington Community College	Lexington, Kentucky (39)	5,500
Transylvania University	Lexington, Kentucky (39)	976
University of Kentucky	Lexington, Kentucky (39)	24,061
Asbury College	Wilmore, Kentucky (44)	1,167
Georgetown College	Georgetown, Kentucky (53)	1,503
Midway College	Midway, Kentucky (54)	980

Berea College

Berea College is a private, four-year, tuition-free institution with courses of study leading to B.S. degrees in agriculture, business administration, industrial arts, and nursing. B.A. degrees are offered in 22 programs. The college's unique tuition-free program requires all students to participate in work assignments designed to help the students develop useful skills and responsible, cooperative attitudes. The work program also provides students with a source of income and helps defray the cost of a sound college education for promising students who are otherwise unable to meet usual college expenses.

Vocational-Technical Training

Kentucky Tech schools are operated by the Cabinet for Workforce Development and provide secondary (Sec) and postsecondary (P/S) vocational-technical training.

<u>Kentucky Tech Schools</u>	<u>Location (Mileage from Berea)</u>	<u>Number of Program Offerings</u>	<u>Enrollment 1996-1997</u>	<u>Approximate Number Completing Programs Annually</u>
Madison County Area Technology Center	Richmond (15)	5	<u>Sec</u> 495	50
Laurel County Regional Technology Center	London (38)	14	<u>Sec</u> 179 <u>P/S</u> 276	96
Central Kentucky Regional Technology Center	Lexington (39)	25	<u>P/S</u> 771	209

Customized Training

The Kentucky Tech system, through its training and development coordinators, will provide technical assistance and will identify and develop low-cost customized training programs and services for both established and prospective businesses. Businesses wanting to establish a customized training program should contact a training and development coordinator. These coordinators are located at the Central Kentucky Regional Technology Center in Lexington and the Laurel County Regional Technology Center in London.

Assessment Services

Kentucky Tech Career Connections offers to business, education, and government agencies testing packages for evaluating job applicants, selecting employees for promotional consideration and developing training programs within the organization. Career Connections Assessment Centers are located at the Central Kentucky Regional Technology Center in Lexington and the Laurel County Regional Technology Center in London.

Adult Education Services

Adult education programs are available to adults who want to develop new academic skills, improve basic skills, or earn a high school equivalence diploma. In Berea, adult basic education and adult literacy classes are administered through the Madison County Board of Education, Madison County Literacy Council and Berea College.

Bluegrass State Skills Corporation

The Bluegrass State Skills Corporation (BSSC), an independent public corporation created and funded by the Kentucky General Assembly, provides programs of skills training to meet the needs of business and industry. Programs range from entry level for new workers to advanced training for experienced employees.

The Bluegrass State Skills Corporation is a major source for skills training assistance for new and existing companies. BSSC works in partnership with other employment and job training resources and programs, as well as Kentucky's economic development activities, to package programs customized to meet the specific needs of a company.

OTHER LOCAL FACILITIES

Local Medical Personnel

Physicians - 25
Dentists - 5

Hospitals

<u>General Hospital</u>	<u>Location</u>	<u>Beds</u>
Berea Hospital, Inc.	Berea	50 acute 65 skilled

Berea Hospital is in the process of adding 37 skilled care beds.

Other Medical Facilities and Services

Berea Health Care Center - 84 intermediate-care beds
Berea Rescue Squad
Madison County Ambulance District

Banks and Savings & Loan Associations

Berea National Bank
Community Trust Bank
Cumberland Valley National Bank
Peoples Bank and Trust Company of
Madison County
Star Bank

Newspapers

The Berea Chronicle (weekly)
The Berea Citizen (weekly)
The Berea Register (weekly)

Telephone Service

GTE

RECREATION

Local

The City of Berea provides a variety of public recreational facilities and activities. The city park complex includes a 9,000 square-foot swimming pool complete with a 35-foot water slide, an umbrella fountain, a diving well, a children's pool, and Olympic lanes. Adjacent to this complex are softball/baseball fields, two soccer fields, horseshoes, sand volleyball, blacktop basketball, and shuffleboard. A walking trail encircles the entire complex. Across the street is Memorial Park, which has picnic and playground facilities and a shelter with bathrooms. A daily playground program for youth also is offered during the summer, with weekly special events planned.

Private facilities include a golf course, skating rink, and camping areas. A private athletic club is available in Berea. Facilities include a gymnasium, racquetball courts, and weight room.

Berea has an active senior citizens organization offering a variety of programs including meals, programs, home health care, special activities, and tours. The Intergenerational Center houses one of the most modern programs of its kind. The center has separate areas for the seniors and a head start program. The design allows for interaction among the two groups. In the same general area, Berea College makes available to the public, a walking/running track.

Berea College also offers to the public a wide range of recreational, cultural, and entertainment attractions. Regular student-guided tours of the campus, concerts, and lecture series are offered to the public at no charge. Drama productions and most intercollegiate sports are open to the public. The track and field facilities, baseball/softball and soccer fields, tennis courts, and swimming pool are available for public use with permission. The Rogers/Traylor Art Building offers traveling art exhibits and selections from the college collections which include the Kress Study Collection of Renaissance Paintings and Doris Ulmann photographs. One of the finest collections of fossil, mineral, and gemstone specimens in the state is displayed in the Burroughs Geology Museum. The Appalachian Museum offers exhibits and audio-visual programs depicting the traditional lifestyle and crafts of the Appalachian Southern Highlands. Selections from the Wallace Nutting collection of Early American furniture styles are also on display. The Berea College Crafts program serves to preserve and promote folk art and craftsmanship and comprises woodcraft, broomcraft, weaving, ceramics, and wrought iron arts. Boone Tavern Hotel, owned by Berea College and 80 percent staffed by college students, is noted for its southern charm and excellent food. The college's forest areas total 7,700 acres and include popular hiking trails at Indian Fort Mountain, three miles east of Berea, and Owsley Fork Lake, ten miles east of Berea, which offers fishing and non-motorized boating.

Special events held annually in Berea include the Kentucky Guild of Artists and Craftsmen's spring and fall fairs, Berea Craftspersons Summer Craft Fair, and annual Chamber of Commerce Antique Show and Sale. Berea College sponsors a month-long summer repertory theater program, as well as the annual Traditional Music Celebration, the Mountain Folk Festival, and the Christmas Country Dance School, which features music and dancing and other special events.

Churchill Weavers, the largest handweaving company in the country, is located in Berea. Tours are available through the loomhouse.

Area (Within 35 miles)

Richmond, 15 miles north of Berea, offers a variety of cultural, sporting, and recreational activities. Eastern Kentucky University is the center for numerous cultural activities including lectures, theatre productions, art exhibits, ballets, concerts, and sporting events.

The Daniel Boone National Forest, approximately 20 miles southeast of Berea, covers 640,000 acres of timberland in eastern Kentucky. It encompasses much of Kentucky's great beauty and provides a vacation paradise. There are scenic hiking trails, rivers and streams stocked with a variety of fishing, hunting preserves, camping sites, and numerous other natural and historical attractions.

White Hall State Historic Site, 22 miles north of Berea near Richmond, one of the grand estate houses of post-Civil War Kentucky, is the Italianate mansion of Cassius Marcellus Clay, the early abolitionist and politician.

Bybee Pottery, located 25 miles northeast of Berea, is known internationally for its unusual handmade Kentucky pottery. Generations of craftsmen-potters have been creating the Bybee line for over a century. Tours are available.

The spirit of Daniel Boone and his pioneers is reborn at **Fort Boonesborough State Park** in Boonesboro, 30 miles north of Berea. In the re-created fort, pioneer crafts of the eighteenth century are demonstrated by using functioning antiques from the frontier era. Cabins are furnished as they would have been in the day of Boone and documentary films are presented which depict the struggle of the first Kentuckians to make the Kentucky wilderness a home. A gift shop within the fort offers for sale all the handcrafted items made at the fort. Other recreational facilities and activities of the park include an Olympic-size swimming pool with a modern bathhouse and a modern 187-site camping area, a picnic area, a playground, and miniature golf.

Constitution Square Historic Site, 34 miles west of Berea in Danville, is a reproduction of Kentucky's first courthouse square, including the original 1792 post office which was the first in the west.