

Organization: Queen Anne's County Economic and Tourism Development

Community Size: Small (Less than 200,000)

Name of Program: Project Bright Future

Contributions to Best Practices: Project Bright Future was successful in developing a program that concurrently began to address workforce development for youth and the shortage of qualified, skilled employees in various trades within a 5 county region of the Eastern Shore of Maryland. The program's vision is to create a pipeline of skilled workers to meet not only the demands of our current business base, but also to assist in business retention, expansion and attraction for the region. A goal of the initiative is to support the creation of a regional CTE training center based at Chesapeake College to provide vocational training to support our largest industries and to create opportunities for growth in new industries. These trades include but are not limited to Hospitality, Manufacturing, Construction, Medical and Marine Specific Trades.

Coordination of Partnerships: Project Bright Future strategically utilized a regional approach invoking not only partnership and collaboration within the 5 County region of Queen Anne's, Kent, Talbot, Caroline and Dorchester but also with the County school systems, Chesapeake College, the State apprenticeship programs, and the local business community. This program facilitated pairing youth interested in trades with area businesses willing to take on apprentices.

Leverage of Resources: Project Bright Future received \$7500 in funds from the Upper Shore Regional Council and was then able to leverage an additional \$4,000 from various business partners to fund expenses including marketing and outreach.

Innovation and Creativity: Project Bright Future could absolutely be replicated in other areas throughout the state as well as Nationwide as this program provides a model that educates young adults and their parents on career options for youth seeking alternatives to the traditional "path to college" and then coordinates with the school system and local businesses to provide both the necessary training, apprenticeships and finally jobs in industries currently struggling to find skilled labor. The marketing campaign "these hands" which is included in this submission was a creative way to engage youth and their parents. The partnerships with the Business Community, County school systems, Chesapeake College and Maryland Department of Labor Apprenticeship programs created a clear pathway for both students seeking career alternatives and those businesses seeking employees.

Jobs (before): 0

Jobs (after): 10

Source of Fund (public investment): Upper Shore Regional Council

Source of Funds (private investment): Private business funding

Leverage of Resources (initial investment): 7500

Leverage of Resources (total investment): 4000

Expansion of tax base (before): 0

Expansion of tax base (after): 0

ROI: A minimum of 10 paid apprenticeships were created over the last several months created wages and tax revenues from both employees and businesses. Exact numbers will be provided in separate email awaiting verification of pay rates from MD apprenticeship program .

Budget and Source of Funding: To date the program has incurred \$3630 in expenses not including in-kind donations from various County resources.

Impact on Employment: This program has had a significant impact on workforce development focused on career path alternatives for youth as well as providing a solution for local area businesses that are unable to fill positions in skilled trades. The opportunity to train youth and offer apprenticeships and eventually jobs in industries that are facing shortages in labor is important for business growth and economic development in the region.

Expansion of Impact on Tax Base: This program provides a model to not only increase job opportunities for living wage jobs, increasing local income tax revenues, it also fosters overall economic development opportunities to expand existing business and attract companies that are looking to locate in areas with a adequate skilled labor pool.

Diversification of Economy: Expansion of the Marine Engine Repair industry was realized by a donation from a business that reached out to Yamaha for funding. Yamaha donated two engines along with parts for the first Marine Engine Repair School in our region as well at \$10,000.00 cash donation. The first class opened in February and was filled to capacity immediately, forcing Chesapeake College to offer two more classes due to the overwhelming interest.

File Upload: <https://www.medamd.com/index.php?gf-download=2019%2F12%2FProject-Bright-Future-stirs-debate--Spotlight--stardem.com.pdf&form-id=26&field-id=40&hash=94538696fa110addfaec54624150d5f282bfec1f655c736742bd14b6ea357531>

<https://www.medamd.com/index.php?gf-download=2019%2F12%2FProject-Bright-Future-2.pdf&form-id=26&field-id=40&hash=c1f84771ae77bdf02ccb52168f712cc1078dd272576de615eaac451e1e7ed043>

[https://www.medamd.com/index.php?gf-download=2019%2F12%2FPBF Official Flyer.pdf&form-id=26&field-id=40&hash=3db3ec0ac282123485d6a62cab6d83e06c153010ef9b4fe3bd4ce32e9f6ecbfbb](https://www.medamd.com/index.php?gf-download=2019%2F12%2FPBF%20Official%20Flyer.pdf&form-id=26&field-id=40&hash=3db3ec0ac282123485d6a62cab6d83e06c153010ef9b4fe3bd4ce32e9f6ecbfbb)

[https://www.dropbox.com/s/jbreen772htdl78/Project Bright Future Infomercial.mp4?dl=0](https://www.dropbox.com/s/jbreen772htdl78/Project%20Bright%20Future%20Infomercial.mp4?dl=0)