

TEAM
KENTUCKY®

New
Kentucky
Home

**ROCKCASTLE COUNTY
KENTUCKY**

RGL ROCKCASTLE

MEGASITE

1,400+ Acre Premier Kentucky Site



POPULATION

816,477

LABOR FORCE POPULATION

390,197

UNEMPLOYMENT RATE

3.4%

POPULATION GROWTH RATE

0.6%

JobsEQ, Rockcastle County Labor Market Area, Q3|2025



ROCKCASTLE COUNTY | MOUNT VERNON, KY

ROCKCASTLE COUNTY

COMMUNITY ADVANTAGES

COMMUNITY POSITIONED FOR STRATEGIC GROWTH

This county operates from a stable economic base anchored in healthcare and manufacturing, two sectors that sustain consistent demand, support operational resilience, and provide a durable employment foundation across business cycles. Employers benefit from a workforce shaped by practical skill, precision, and accountability. Affordability further strengthens this position by enabling employees to establish long-term roots in the community, which supports workforce stability and deepens institutional knowledge over time.

12.0%

**LOWER COST
OF LIVING**

\$221K

**MEDIAN HOME
VALUE**

COLLABORATIVE LEADERSHIP TO STRENGTHEN BUSINESS

Positioned along the I-75 corridor, the region offers direct, efficient connectivity to major markets, enabling streamlined movement of goods, services, and talent. Its proximity to Lexington extends the effective labor shed and provides access to a broader base of skilled workers, professional services, and supporting infrastructure without the cost pressures of a larger metro core. The workforce pipeline aligns closely with industry demand through established partnerships with Kentucky Community and Technical College System and regional Career and Technical Education programs.

\$50B+

**TOTAL GDP, ROCKCASTLE
COUNTY LABOR MARKET
AREA (2024)**

1,875

**ELIGIBLE CO-OP STUDENTS;
MANUFACTURING SUPPORT
CTE PROGRAMS**

QUALITY OF LIFE AND COMMUNITY IDENTITY

The surrounding landscape offers year-round access to hiking, water-based recreation, and open space, giving residents consistent opportunities to stay engaged outside of work. That access contributes to overall livability and helps employers position the area as a place where employees and their families build a sustainable lifestyle, not only a career. This level of community engagement strengthens social cohesion, supports small business activity, and drives repeat visitation tied to tourism and regional events.

1 OF 21

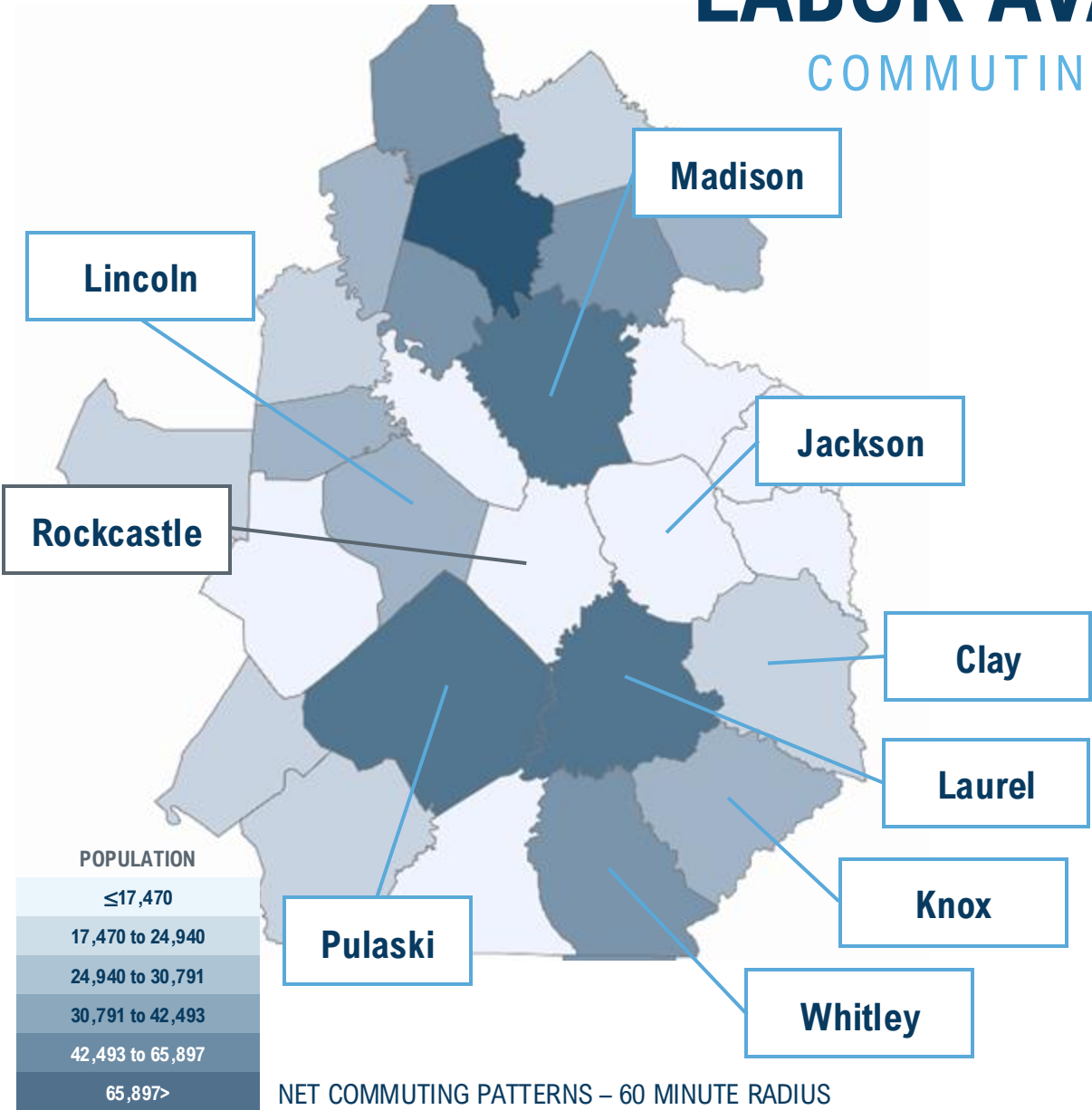
**COUNTIES WITHIN DANIEL
BOONE NATIONAL FOREST
BOUNDARY**

\$21.3M

**TOTAL ECONOMIC IMPACT
FROM TOURISM, 2023**

LABOR AVAILABILITY

COMMUTING PATTERNS



WHERE ROCKCASTLE COUNTY WORKERS LIVE

Rockcastle	Pulaski	Madison	Laurel	Lincoln
1,873	334	287	272	132

Whitley	Jackson	Clay	Knox	Other
84	70	52	52	743

In Goods Producing Industry Sectors

838 More Workers Commuting Out

187	212	1,025
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In All Other Services & Industry Sectors

282 More Workers Commuting Out

1,489	1,485	1,771
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Living & Working



Commuting In



Commuting Out

LABOR AVAILABILITY

BY INDUSTRY & OCCUPATION

INDUSTRY	EMPLOYMENT
Manufacturing NAICS: 31	31,765
Construction NAICS: 23	23,530
Professional, Scientific, & Technical Services NAICS: 54	21,711
Transportation & Warehousing NAICS: 48	17,306

WORKING POPULATION

60.5%

Labor Force
Participation
Rate

79.6%

Prime-Age
Participation Rate
(25 to 54)

172K

Associate's
Degree or
Higher

LABOR SHED

48.0%

Jobs Filled By
Rockcastle County
Residents

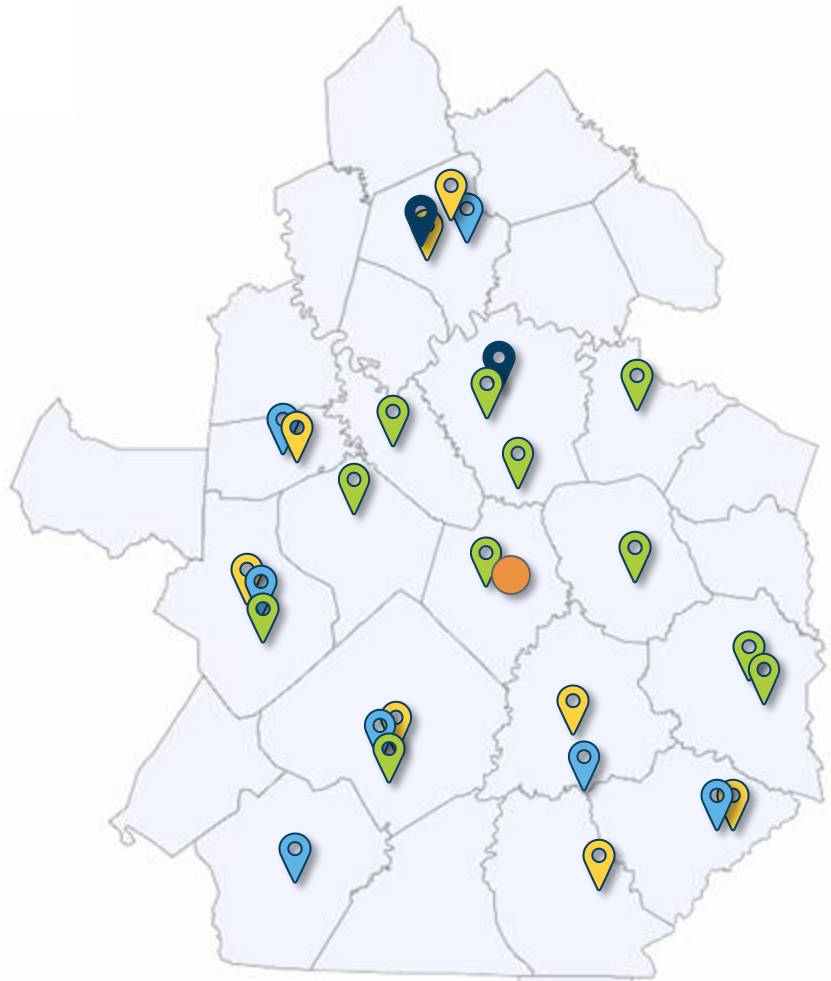
52.0%

Jobs Filled By Commuters
to Rockcastle County

OCCUPATION	EMPLOYMENT	ANNUAL WAGES
General & Operations Managers	10,458	\$98,100
Chemical Engineers	50	\$122,900
Electrical & Electronics Engineers	511	\$106,400
Industrial Engineers, Including Health and Safety	966	\$104,900
Mechanical Engineers	650	\$109,500
Engineering Technologists & Technicians, Except Drafters	874	\$65,300
Industrial Machinery Installation, Repair & Maintenance Workers	1,360	\$67,800
Logisticians & Project Management Specialists	2,554	\$90,500
First-Line Supervisors of Production & Operating Workers	1,810	\$75,100
Inspectors, Testers, Sorters, Samplers & Weighers	1,546	\$49,800
Laborers & Material Movers	16,685	\$39,500

TALENT DEVELOPMENT

EDUCATION & WORKFORCE PARTNERS



Site Location

KCTCS Campuses

- **Bluegrass Community & Technical College** | Lexington (2) & Danville
- **Somerset Community College** | Somerset, Laurel & Liberty
- **Southeast Kentucky Community & Technical College** | Barbourville

Kentucky Career Centers (KCC)

- Corbin, KY
- Harlan, KY
- Lexington, KY
- Liberty, KY
- Somerset, KY

Area Technology Centers

- Boyle County High School
- Casey County High School
- Corbin High School
- Danville High School
- Estill County Area Technology Center
- Garrard County Area Technological Center
- Ignite Academy (North & South, Madison County)
- Laurel County Center for Innovation
- Pulaski County High School
- Rockcastle County High School

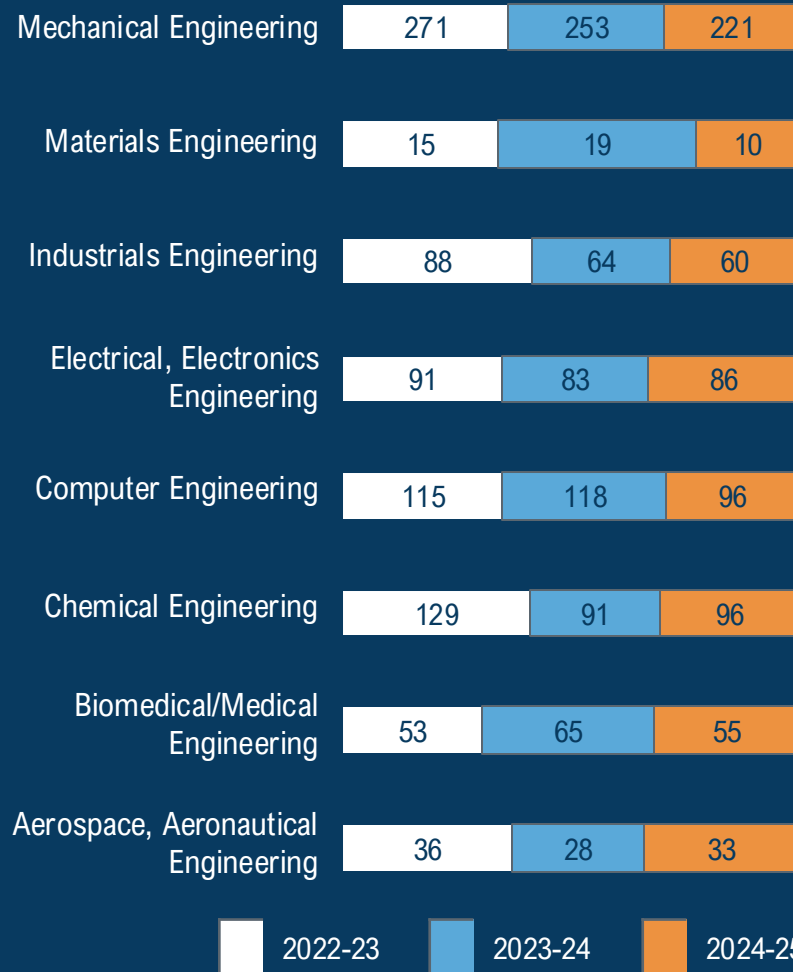
4-Year Public Universities

- **Eastern Kentucky University** | Madison County
- **University of Kentucky** | Fayette County

TALENT DEVELOPMENT

POST-SECONDARY EDUCATION, ENGINEERING

STATEWIDE DEGREES AWARDED



Site 32.5 Miles from Main Campus

COLLEGE OF S.T.E.M.

- 50+ Engineering & Industrial Mgmt (B.S.) Degrees Awarded (2021-2024) + 50+ Engineering & Industrial Mgmt (M.S.) Degrees Awarded (2021-2024)
- Only Manufacturing Engineering Bachelor's program in Kentucky; launched Fall 2023
- Manufacturing Advisory Council Employer Partners (Lockheed Martin, Valvoline)



Site 59.5 Miles from Main Campus

PIGMAN COLLEGE OF ENGINEERING

- 600+ Engineering (B.S.) Degrees Awarded Annually
- 175+ Engineering (M.S./Ph.D.) Degrees Awarded Annually
- \$107 Million in Active Research Awards
- 17 Research Centers, Institutes & Consortia
- 230+ Employers Participate In On-campus Events



Site 114 Miles from Main Campus

JAMES BRECKINRIDGE SPEED SCHOOL OF ENGINEERING

- 330+ Engineering (B.S.) Degrees Awarded Annually
- 180+ Engineering (M.S./Ph.D.) Degrees Awards Annually (2019-2024)
- Host institution for Kentucky's Manufacturing Extension Partnership supported by the National Institute of Standards and Technology (NIST)
- 200+ Employers Participate In On-Campus Events

TALENT DEVELOPMENT

POST-SECONDARY EDUCATION

2-YEAR CREDENTIAL PROGRAMS



Bluegrass Community & Technical College

Site 34.2 Miles from Danville Campus

PROGRAMS

- Additive Technology
- Automation, Industrial & Robotics
- Automotive Technology
- Computer Aided Design & Drafting
- Computerized Manufacturing & Machining
- CNC Machining/Operation
- Electrical Technology
- Engineering & Electronics Technology
- Industrial Maintenance
- Logistics & Operations Management
- Manufacturing Engineering
- Welding



Somerset Community College

Site 26.1 Miles from Somerset Campus

PROGRAMS

- Aviation Maintenance
- Computerized Manufacturing & Machining
- Engineering & Electrical Technology
- Industrial Maintenance
- Welding



Southeast Kentucky Community & Technical College

Site 54.1 Miles from Barbourville Campus

PROGRAMS

- CDL Truck Driver Training
- Computerized Manufacturing & Machining
- Digital Printing Technology
- Electrical Technology
- Energy Technologies
- Engineering & Electronics Technology
- Industrial Maintenance
- Welding

SWATT

STATEWIDE WORKFORCE & TALENT TEAM

The SWATT team uses data-informed strategy to improve coordination and responsiveness among Kentucky's workforce partners.

Strengthen alignment across state, regional, and local partners.

Building on SWATT's unified approach to workforce solutions, Kentucky's Workforce Talent Project Managers (WTPMs) transform strategic vision into tangible results.

Streamline communication and delivery for employers and partners.

Dedicated Workforce Talent Project Managers bring this vision to life as the mechanism that streamlines service delivery to Kentucky's companies.

Increase employer engagement and trust in workforce programs.

WTPMs ensure that regional partners have a collaborative ally, and employers have a single, trusted point of contact for all state workforce resources.



INDUSTRIAL & WORKFORCE DEVELOPMENT RESOURCES

Rockcastle County Regional Industrial Authority

The Rockcastle County Industrial Development Authority serves as the county's lead economic development entity, driving business recruitment, supporting industrial expansion, and coordinating local assets to accelerate private investment and job creation.

Kentucky Community & Technical College System (KCTCS)

Serving more than 5,300 companies annually for all sectors, KCTCS Workforce Solutions is the largest provider of customized, business-first workforce training in the state. It offers flexible, innovative solutions that build businesses and increase productivity across Kentucky.

Kentucky Federation for Advanced Manufacturing Education (KY FAME)

KY FAME is an apprenticeship-style workforce development program created through a partnership of regional manufacturers. It delivers a structured career pathway that blends technical classroom instruction with paid, hands-on training, building a steady pipeline of highly skilled advanced manufacturing talent.

Industrial Registered Apprenticeship Program (IRAP)

An IRAP is an employee training program that combines on-the-job training and classroom instruction. Apprentices work under the supervision of experienced industry professionals who mentor and guide them, ensuring that they gain both technical expertise and real-world experience. IRAP helps employers develop a highly skilled workforce, reduce recruitment challenges, and improve employee retention, all while building a pipeline of qualified talent for the future.

Kentucky Manufacturing Extension Partnership (KY-MEP)

KY-MEP is part of the MEP National Network, a nationwide system of experts and resources dedicated to advancing U.S. manufacturing. The network is administered by the National Institute of Standards and Technology (NIST), which operates under the U.S. Department of Commerce.

APEX Accelerator

APEX Accelerator is an organization focused on helping businesses navigate and succeed in government contracting by providing comprehensive procurement assistance, including guidance on federal, state, and local contracting requirements. Their services offer tailored support in registrations, compliance, market research, and bid preparation, empowering Kentucky companies to compete effectively, expand into government and defense markets, and reduce risk through informed decision-making.