

IMPACT REPORT

Fall 2019 - Spring 2021

The **Town & Gown** partnership at Murray State University has 39 current partners representing both small and large businesses in our area as well as our city and county leadership. The Town & Gown partnership is actively involved in enhancing the quality of living and learning in our communities through various avenues. We take great pride in knowing that 75% of the partnership fee is invested directly into the community through sponsorship of community events and activities, while 25% is invested in special programming for our partners.

Investing in Our Community and Our University

- Presenting Sponsor for the Hutson Harvest Gala (September 2019) featuring a farm-to-table menu with locally and regionally grown “Kentucky Proud” ingredients while showcasing the University’s Hutson School of Agriculture. All proceeds directly benefitted the Murray State University Arboretum, which is open to the public and provides the community a beautiful garden atmosphere and walking path as well as opportunities to learn more about horticulture.
- Silver Sponsor of the Murray Half-Marathon, which benefitted the Anna Mae Owen Residential Hospice House
- Co-sponsored Community Night with the Murray Police Department (2019)
- Co-sponsor for MSU Family Weekend (2019 and 2020)
- Awarded the Town & Gown Retention Scholarship to students from Murray High School and Calloway County High School (2019, 2020, 2021)

Investing in Our Culture

- Hosted two concerts (one virtual) by the Town & Gown Community Band. These family-friendly concerts are free and open to the public
- Sponsored transportation for the Murray Art Guild “Art Hop” as well as the awards for the Visual Evidence Exhibition (2019)
- Exclusive sponsor of the 2019 WKMS Public Journalism Lecture featuring NPR’s Business Desk Correspondent Yuki Noguchi and will continue to sponsor this event in the future
- Ensuring community collaboration, the coordinator for the Town & Gown partnership serves on the board for the MSU Arboretum and Murray Main Street

Investing in Our Partners

- Held three Town & Gown President’s breakfasts providing unique programming that is only available to our partners (2019 and early 2020)
- Provided access to the Alumni Business Directory (ongoing)
- Hosted multiple “Partners Only” virtual speaker events in the fall of 2020 and early spring 2021 to keep our partners engaged with the university and community during the COVID 19 pandemic.
- Access to University community and leadership (ongoing)

Plans for Strengthening Community & University Relations

- Continue to expand the areas of involvement in the community that will continue to foster the mission of Town & Gown
- Renew efforts to include area nonprofit agencies in the Town & Gown partnership program
- Continue to offer the Town & Gown Community Band concerts
- Renew other sponsorships and continue to participate in local events that support the strengthening of community and University relations