



Committed to the future of rural communities.

Kentucky—Rural Business & Cooperative Service

## Strategic Partners

# Rural Development Funding Helps SE KY Call Center Create Jobs

### Outline Of Need:

Senture is a family-owned business headquartered in London, Ky., with satellite offices in Monticello, Ky. and Ocala, Fla. Since its inception, Senture has averaged an annual growth rate of 129 percent providing call-center and other support services to companies and state and federal agencies. This growth made explosive growth has made a larger facility necessary.

### How Rural Development Helped:

Senture's affiliation with USDA came about through Jackson Energy Cooperative, a long time USDA Rural Development partner. The Cooperative serves as a conduit for an affordable Rural Economic Development Loan (REDLeG) of \$740,000. It is the second such loan for Senture in the past five years.

## Fast Facts

**Program:** Rural Economic Development Loan Program

**Investment:** \$740,000

**Partners:** Jackson Energy Cooperative; South Kentucky Economic Development; Kentucky Highlands Investment Cooperation.'

**Congressional District:** Hal Rogers (KY-5th)

### Demographics

- London, Laurel County
- Population: 7,993 (2010 census)
- Persistent poverty county; over 21 percent of local population lives below poverty
- Median household income \$28,197

### Impact:

- Jobs growth through Senture

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Owner Chris Deaton in front of the new Senture headquarters in London, Ky.

### The Results:

Senture was able to build a new facility in London, Ky., that meets their current needs and capacity to accommodate future growth.

The new facility is located in London's industrial "Smart Park". The development includes many features for companies, like Senture, looking for service and support 24 hours a day, seven days a week. In order to do that, Senture has to eliminate as many single points of failure as possible. The Par boasts redundant fiber-optic feeds throughout providing high-quality service regardless of unforeseen circumstances such as adverse weather conditions.

The leadership and staff of Senture have been helped by strategic partners including USDA Rural Development, South Kentucky Economic Development (SKED) and Kentucky Highlands Investment Corporation (KHIC). In the past five years, Rural Development has approved two Rural Economic Development Loans that were administered through Jackson Energy Cooperative – the most recent one for \$740,000.

Christ Deaton, owner of Senture, appreciates the support of RD, SKED and KHIC and credits them with helping his company grow and create jobs. The funding provided through the REDLG program has created approximately 550 jobs in Laurel and surrounding counties – and Deaton expects that number to grow.

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