

ECONOMIC GROWTH

GOAL 1

Create a vibrant community with a strong education base that promotes a skilled technical workforce that attracts a diverse quality of jobs.

Quality of life

- a. Encourage a variety of cultures and income levels, resulting in a vibrant and diverse community.
- b. Invest in quality of life measures that residents and business owners seek including parks, open space, historic resources, public transportation, and public services.
- c. Land use policies promote equitable distribution and connectivity of accessible housing, recreation, and other community facilities.
- d. Provide entertainment and other quality of life opportunities that attract and retain young, and culturally diverse professionals, and a work force of all ages and talents to Bourbon County.

Education

- e. Support and assist local education efforts of Pre-K through post-secondary institutions to produce an available and skilled labor pool.
- f. Collaborate with business and industry leaders and institutions of higher learning to foster a capable and skilled workforce while engaging agencies that address the lack of prosperity for residents by reducing joblessness.

Job Opportunity

- g. Strengthen efforts to develop a variety of job opportunities that lead to prosperity for all.
- h. Strengthen regulations and policies that property the agricultural economy, including but not limited to local food production and distribution, agritourism and equine industry.
- i. To improve the resident employment base of Bourbon County and attract workplace uses that can provide the types of jobs that will provide Bourbon Countians with a viable alternative to out-migration for employment.

GOAL 2**Make Bourbon County a place that encourages responsible economic growth and diversification.****Diversification**

- a. To permit commercial and workplace uses within new and existing neighborhoods.
- b. Encourage small-scale commercial and temporary businesses to increase entrepreneurship and provide access to a wide range of local goods and services.
- c. Support targeted business sectors (e.g. advanced manufacturing, business services, food and beverage, lifelong wellness and aging care, logistics and hospitality and tourism) to diversify the economic base.

Development

- d. Cooperate with the Economic Development Authority to ensure that sufficient land is available to accommodate new industry.
- e. Improve and expand access to infrastructure, including transportation, high-speed internet, water and sewer.
- f. A consistent and efficient planning and zoning climate is promoted.
- g. Encourage and promote green construction in existing and proposed commercial and industrial areas.

GOAL 3**Promote the tourism industry as a vital component of broadening the county's overall economic base.**

- a. Increase the visibility and accessibility of the Paris-Bourbon County Tourism Office in Paris, Millersburg and North Middletown.
- b. Promote and revitalize existing tourism attractions and businesses with marketing plans and the use of social media.
- c. To encourage the development of tourism related businesses.
- d. To incorporate agritourism and alternative agricultural enterprises into Bourbon County marketing and planning efforts where and when possible and encourage partnerships with neighboring counties.
- e. To encourage cooperation among the various local interests that service as attractions for visitors, i.e. hotels, motels, restaurants, museums, and bed and breakfasts.
- f. To support and encourage the preservation of historic sites, archaeological sites, unique scenic areas, and horse farms that attract the traveling public.
- g. To support new innovative means to encourage tourism and to seek the assistance of state and local governments, as needed to help bring this about. Include working with sources of utilities that provide infrastructure.
- h. Encourage diversity in the tourism industry.

GOAL 4**Revitalize the urban core of Millersburg, North Middletown and Paris and rural growth areas of Bourbon County.**

- a. Encourage the reuse/redevelopment of declining commercial and industrial areas by securing the development of infrastructure, natural gas, water quality and meet technology demands.
- b. Promote code enforcement of the urban and rural districts of the county to reduce vacancies and dilapidation.
- c. Decrease vacancy rates in downtown areas.
- d. Develop with other downtown organizations an integrated streetscape, business signage/way finding, parking and façade improvement program. Encourage real estate broker meetings, town tours, etc.
- e. Promote the implementation of the Bourbon County Bike and Pedestrian Plan to increase foot traffic. Explore the options of Rails to Trails from Paris to Maysville.