



**MEETING 5**  
**ECONOMIC GROWTH WORKING GROUP**  
**AUGUST 28, 2019**

5

**TODAY**

1. Recap from Meetings 1-4
2. Break-out groups
3. Action Items
4. Next steps

**NEXT MEETING:**

**VISIONING SESSION**  
**MONTH FEBRUARY**  
**DATE TO BE DETERMINED**

**CORE THEMES**

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1

**Work  
Readiness**

2

**Growth and  
Diversification**

3

**Tourism  
Promotion**

4

**Neighborhood  
Revitalization**

## ECONOMIC GROWTH

**GOAL 1: Cultivate a vibrant community with a strong education base that promotes a skilled technical workforce that attracts a diverse quality of jobs.**

### OBJECTIVES

- 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. Provide policies that 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 culturally diverse young professionals, and a work force of all ages and talents to Bourbon County.
- 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 educational institutions to foster a capable and skilled workforce. Reduce joblessness by creating or supporting agencies that address a Labor Ready Work Force.
- g. Strengthen efforts to develop a variety of sustainable job opportunities.
- h. Strengthen regulations and policies that promote the agricultural economy, including but not limited to local food production and distribution, agritourism and equine industry.
- i. Increase the resident employment base of Bourbon County.

## ECONOMIC GROWTH

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

### OBJECTIVES

- a. Allow compatible commercial and workplace uses within new and existing neighborhoods.
- b. Encourage start-up and small-scale commercial businesses.
- c. Identify and support targeted business sectors to diversify the economic base.
- d. Ensure that sufficient land and infrastructure is available to accommodate new and existing industry.
- e. Ensure a consistent and efficient planning and zoning climate.
- f. Prepare for low impact development regulations in existing and proposed land uses. (developers, decision-makers, residential)

## ECONOMIC GROWTH

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

### OBJECTIVES

- a. Promote new and existing tourism businesses using Bourbon County's unique attractions.
- b. Encourage cooperation among the various local interests that serve as attractions for visitors.
- c. Coordinate with regional and state tourism entities.

*Text that was removed but to be considered as possible Action Items:*

*Increase the visibility and accessibility of the Paris-Bourbon County Tourism Office in Paris, Millersburg and North Middletown.*

*Incorporate agritourism and alternative agricultural enterprises into Bourbon County marketing and planning efforts where and when possible and encourage partnerships with neighboring counties.*

*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.*

*Local interests: i.e. hotels, motels, restaurants, museums, and bed and breakfasts.*

## ECONOMIC GROWTH

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

#### **OBJECTIVES**

- a. Encourage the reuse/redevelopment of declining commercial and industrial areas.
- b. Enforce codes and ordinances to reduce vacancies and dilapidation.
- c. Coordinate with other downtown organizations to develop an integrated streetscape to increase accessibility in order to attract customers.

*Text that was removed but to be considered at possible Action Items:*

*securing the development of infrastructure, natural gas, water quality and meet technology demands.*

*business signage/way finding, parking and façade improvement program.*

*Encourage real estate broker meetings, town tours, etc.*

*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.*