

ACTION 2A

Relocate & Retire in Trigg

The economic impact of the average retired couple moving into one's community is the same as creating 3.7 new factory jobs. They bring with them over \$250,000 in total assets, have an average retirement income of \$50,000+ and produce an average economic impact of \$71,600. Plus they love to eat out, shop, and they make great volunteers.

There are 78 million "baby boomers" (born between 1946-1964). North Carolina was one of the first states to recognize the value of marketing to them by starting the first state-wide Certified Retirement Communities Program. Other states saw the success and financial benefit of marketing to retirees as a great way to bring \$\$\$'s into their state and now Louisiana, Mississippi, Tennessee, Texas and West Virginia all have started a concerted effort in many of their communities to attract retirees. Cadiz should too!

What do these "baby boomers" look for in a community?

1. Strong community engagement
2. A safe and welcoming community
3. Availability of housing at a number of price points and in a number of styles (apartment, condo, single family, active lifestyle, & assisted living)
4. A farmer's market
5. A pharmacy
6. Plentiful retail and dining options
7. Broadband internet services
8. Public transportation options
9. Volunteerism opportunities
10. Access to outdoor recreation, arts and cultural activities



Art museum, Farmer's Market, and Barkley Lake are just a few of Trigg County's many assets that appeal to retirees.



A recent survey* found that 57.6% of baby boomers saw outdoor recreation as desirable in a retirement community, and an equal number wanted to attend festivals and events; 41.4% desired arts and culture; while 40.4% craved heritage and historic attractions.

**Statistics and information taken from article in "Downtown Promotion Reporter", April 2015.*

Trigg County meets nearly every criterion and then some! The number of people who have already relocated to the area is an excellent indicator that Trigg County is a wonderful place to retire. And those who have moved to the area from somewhere else make great spokes people to encourage others to come. *See ACTION 1A for more on “I Chose Trigg!”*

APPENDIX C provides information from Tennessee’s State Director for the Retire Tennessee Program including:

- An inventory and assessment form,
- An overview of Tennessee’s Retiree Advertising Campaign,
- Criteria for the Retire Tennessee Program
- A few sample brochures are available upon request.

ACTION TO TAKE: A “Relocate & Retire in Trigg” initiative needs to be started patterned after other successful retiree programs. This initiative could be a joint project between Cadiz-Trigg County’s RSVP*, Tourism, Chamber, EDC, and the local Real Estate Association but would be focused specifically on Cadiz-Trigg County and not a statewide initiative.

**See ACTION 1A for more on Trigg County’s Retiree & Senior Volunteer Program (RSVP) and the role they could play in this and other initiatives to recruit and retain active retirees.*

Web Presence

First step: Trigg County needs a retiree/relocation link on county, city, tourism, EDC and chamber web home page. A preference would be to have a separate URL for the retiree recruitment program. *Note: Both the URL RetiretoCadiz.com and RetireCadiz.com are available.*

The program web site should include:

- Easily available list of organization’s contact information (email, 1-800 number, mailing address).
- Community Profile
- Cost of Living
- Things to do
- Real Estate (including housing availability and costs) and links to agents in the area.
- Capability to provide feedback emails
- Tracking number of visits to the site

This site should include **personal testimonials** from retirees which is addressed more fully in *ACTION 1A under a proposed marketing campaign called “I chose Trigg”.*

A few sample dedicated websites include: retirerheacounty.com, RetireRoane.com, RetireHardinCounty.org, retirejefferson.com/