

ECONOMIC DEVELOPMENT SURVEY RESULTS 2015



TRIGG COUNTY KENTUCKY

Survey Report Prepared by:
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FINDINGS FROM 2015 CADIZ TRIGG COUNTY PLANNING COMMISSION COMPREHENSIVE PLAN QUESTIONNAIRE

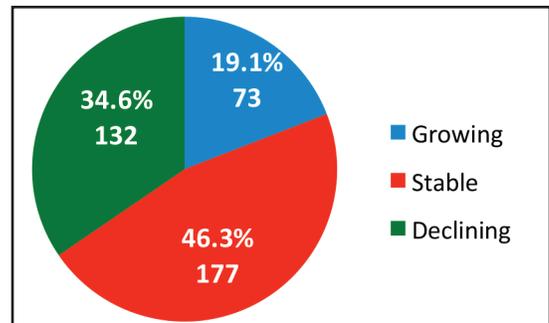
Over a two week period (February 2 - February 16, 2015) a questionnaire was distributed throughout Trigg County by the Planning Commission asking for input to nine questions. Three hundred and eighty six (386) completed a questionnaire which statistically is a **very, very high response rate** indicating a very high interest in providing input.

STATUS OF COMMUNITY

QUESTION 1: In your opinion, is the community growing, stable, or declining? 382/4

GROWING	19.1%	73
STABLE	46.3%	177
DECLINING	34.6%	132

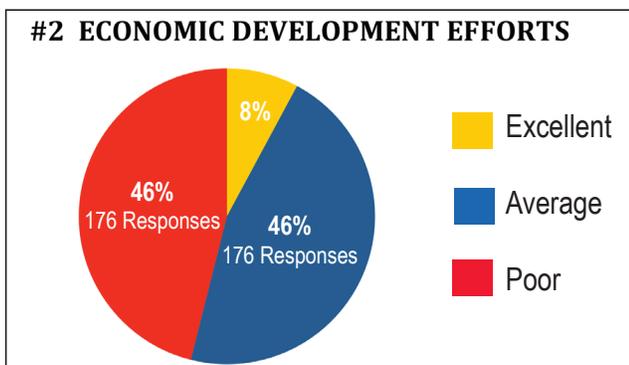
Less than 20% of the 382 people who responded to this question felt the community was growing.



QUESTION 2: Please rate the economic development efforts of the community.

EXCELLENT	7.9%	30
AVERAGE	46.1%	176
POOR	46.1%	176

More than 90% of the 382 people who responded to this question felt the economic development efforts in Trigg County were **average or poor**.

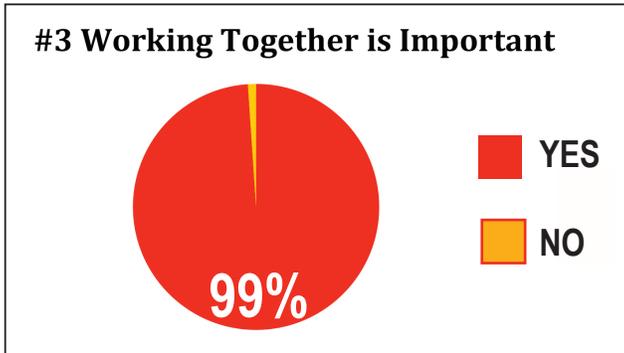


QUESTION 3: Is it important that the city and county **work together on issues that are important to our community? 383/3**

YES	97.7%	374
NO	1.0%	4

Nearly 100% of the people who responded to this question feel that it is very important that the city and county work together. The next question one should ask is “how well do you feel the city and county work together?”
Circle the best response:

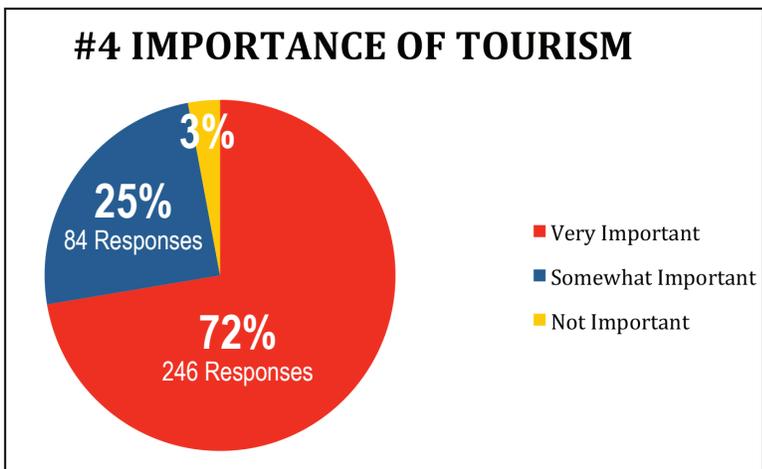
- Extremely Well - 100% of the Time
- Very Well - 80% of the Time
- Somewhat Well - 50% of the Time
- Not Very Well - 25% of the Time
- Not Well At All - 0% of the Time



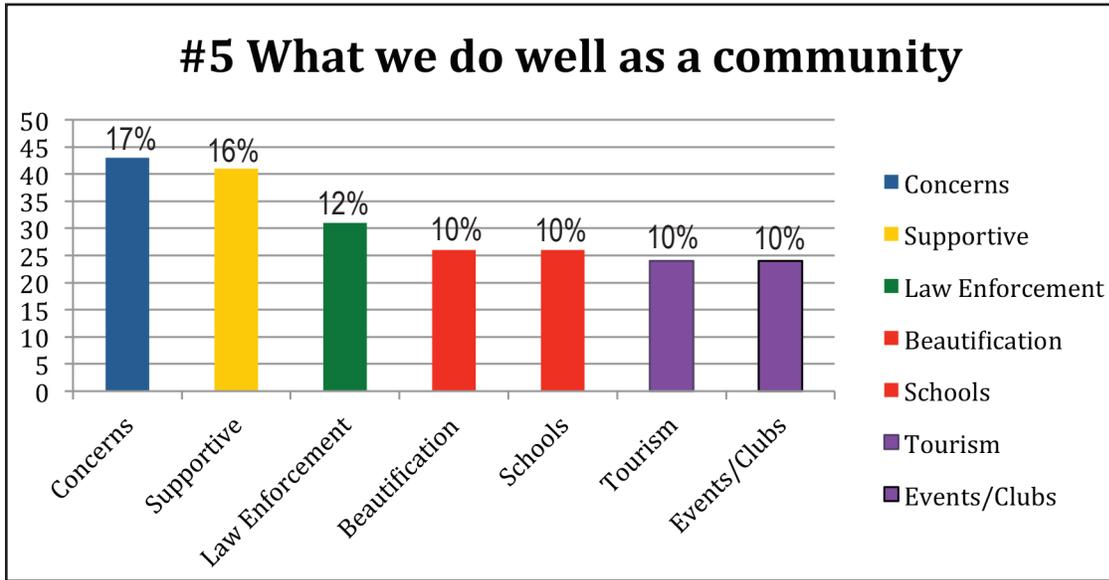
QUESTION 4: How important is **tourism as an economic development factor in the community? 383/3**

VERY IMPORTANT	72.4%	246
SOMEWHAT IMPORTANT	24.7%	84
NOT IMPORTANT	2.9%	10

72% of those who responded to this question feel **tourism is very important** as an economic development factor in Trigg County.



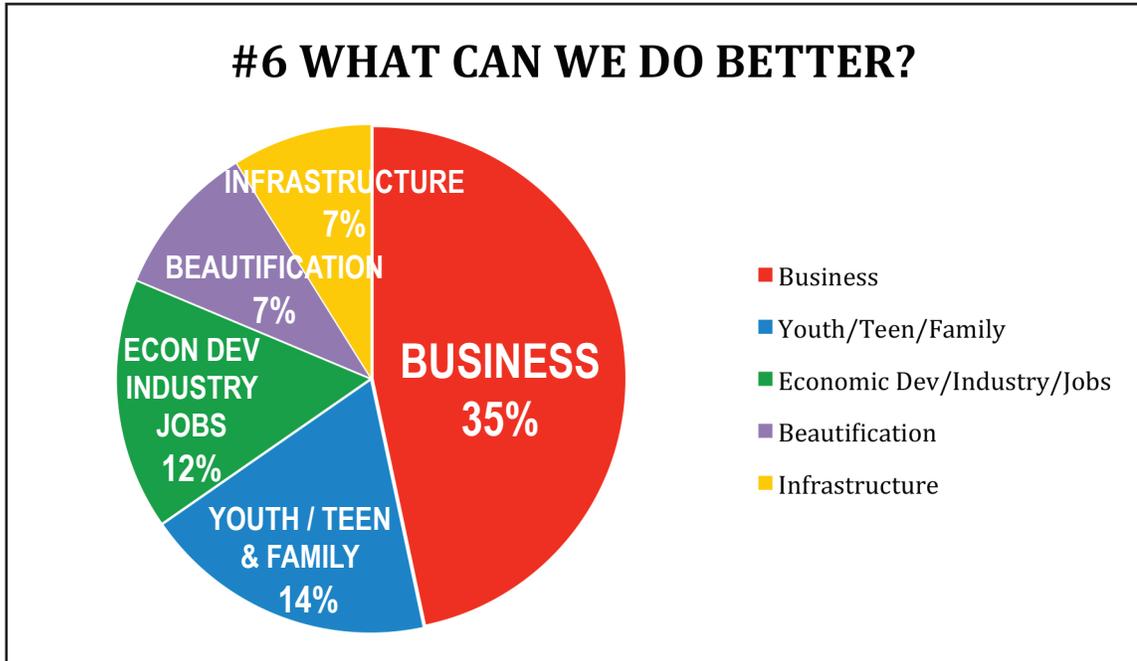
QUESTION 5: “What do you think our community is doing well” a significant percentage feel Trigg County is **very strong in volunteerism, charity, and “being there when needed. And many believe law enforcement is doing an excellent job in keeping the community safe and crime down. *But the #1 response suggested concern that not enough is being done.***



*2% or less noted the following: Attracting small businesses (antiques, Dollar Generals, etc.) working together, talking about change, staying small, good leadership, churches, hospitals, fire department, communication (WKDZ & Paper).

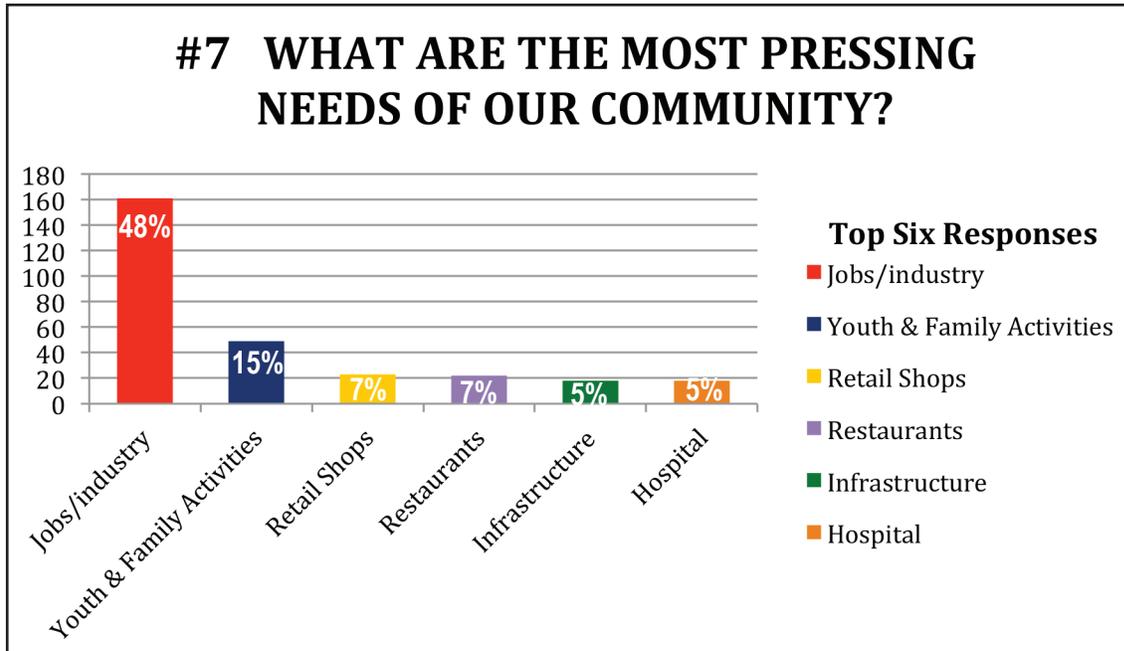
%	RESPONSE	#5 - WHAT DO YOU THINK OUR COMMUNITY IS DOING WELL? 307
17%	43	Concerns that not enough is being done.
16%	41	Supportive, helpful, volunteerism, charitable, community there when needed
12%	31	Law enforcement - keeping us safe, drug issue down, excellent job of making our community safe and crime down (27), safe community (4)
10%	26	Beautification - cleanliness and beauty of community esp. downtown. Downtown renewal.
10%	26	Schools and education
10%	24	Events (21), Clubs (3)
10%	24	Tourism promotion (19), Promoting the community and what it has to offer and advertising our assets (5)
6%	15	Friendly, inviting, hospitality
5%	12	Roads - well kept, clean, maintained and managed during inclement weather
4%	11	Economic development & industry, and jobs (4)

QUESTION 6: Nearly half of those who responded to Question 6 feel the community **could do better in attracting business (35%) or industry & jobs (12%)** while 14% felt more could be done for youth and family.



PERCENTAGE	TOTAL	#6 - WHAT CAN WE DO BETTER AS A COMMUNITY?
35%	105	Business
14%	42	Youth/Teen/Family
12%	36	Economic development (5)/Industry (13), Jobs (18)
7%	22	Beautification
5%	14	Tourism
4%	13	Work together better
4%	11	Taxes
3%	9	Healthcare
3%	9	Other
2%	7	Communication
2%	6	Schools
1.5%	5	Events
1.5%	5	Law Enforcement
100%	304	306/80

QUESTION 7: “What do you think is the most pressing needs of our community?” nearly 50% (161 residents) responded that **creating jobs and attracting both large and small industry & businesses should be Trigg County’s #1 priority. More activities and offerings for youth and families is the 2nd greatest need.**



PERCENTAGE	TOTAL	#7 - WHAT DO YOU THINK IS/ARE MOST PRESSING NEEDS FOR OUR COMMUNITY?
48%	161	Jobs/Industry (both large & small)/Business/Economic Development
15%	49	Youth & Family Activities/Park System, Sportsplex/YMCA (16)
7%	23	Retail Shops
7%	22	Restaurants
5%	18	Infrastructure - roads, water quality, landfill, lighting on roads, reflective #'s on businesses & homes
5%	18	Hospital (14) and healthcare/wellness programs
4%	14	Beautification
2%	7	Tourism Focus - Greatest Asset
2%	6	Marketing
2%	6	Addressing Drug Issue
2%	5	Internet
1%	3	Cell Phone
100%	332	310/76

QUESTION 8: “What questions should this survey have asked and how would you have responded”. There were 160 responses to this question. Below are a few that might be considered on the next survey. *A copy of all suggestions is available upon request.*

BACKGROUND

1. Are you a resident of Trigg County? Yes / No
If Yes, how long have you lived here? _____ Years
2. Have you lived here all your life? Yes / No
If no, what brought you to Trigg County? _____
3. How would you describe Cadiz and Trigg County to a prospective business or resident?
4. What would keep you in Trigg County?
5. What would cause you to leave Trigg County?
6. What can be done to keep young people or professionals here?

PRIORITIES

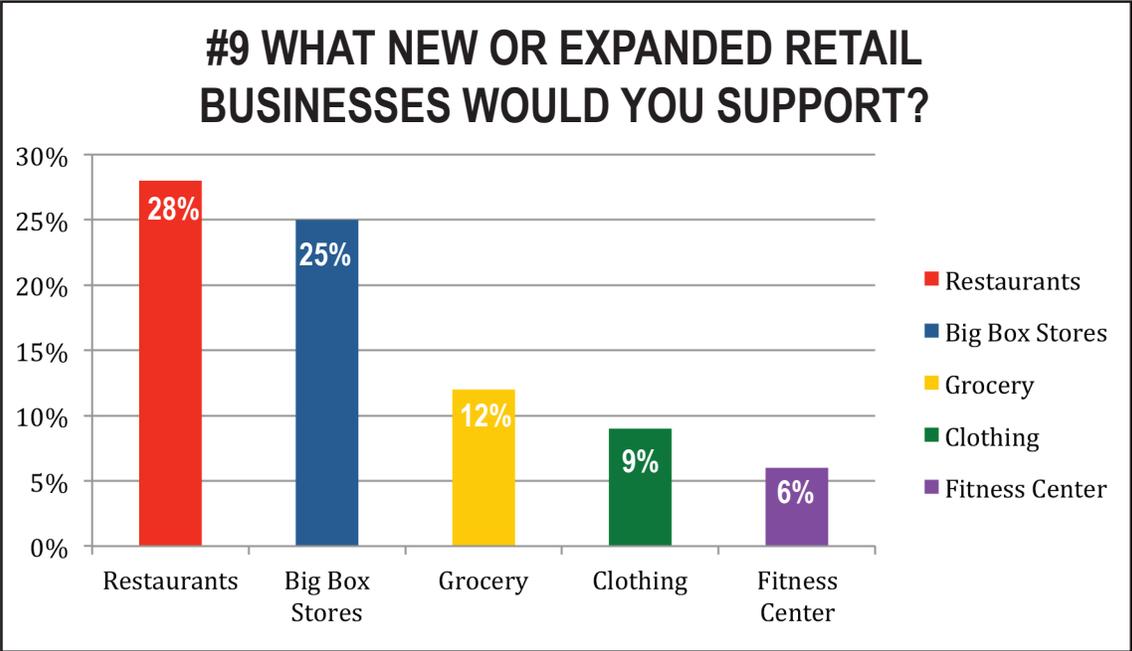
7. What top three priority projects should Cadiz-Trigg County be working on?
Rank them with #1 being the greatest priority.
8. What would you like to see and support, take place in Trigg County in the next four years.
9. Should economic development focus on more than just industrial jobs such as recruiting retail businesses such as restaurants, shops, entrepreneurial, and recreational opportunities?
Yes / No
If so, what % of their effort should be in attracting industry and what % in other businesses such as those listed above?
_____ % industry _____ % Others listed above
How would you prioritize these with # 1 being most important.

SHOP AT HOME

10. Do you go outside Trigg County to do your shopping, eat, and buy gas? Yes / No
If Yes, what % of your shopping is done outside of the county for: Groceries _____ %
Gas _____ % Merchandise _____ % Meals _____ % Why?
11. What would it take to entice you to shop more in Trigg County?
12. What % of your merchandise shopping is done at Walmart? _____ %
What % of your grocery shopping is done at Walmart? _____ %
13. Do you want a Walmart in Trigg County? Yes / No Why?



QUESTION 9: Of the 309 Trigg County residents who responded to this question “What new or expanded retail businesses would you support”, **28% responded they would support more chain restaurants** such as an O’Charley’s, Applebee’s, etc. and **25% said they would support a Walmart or similar “big box” stores.**



PERCENTAGE	TOTAL	#9 - WHAT NEW OR EXPANDED RETAIL BUSINESSES WOULD YOU SUPPORT?
28%	88	Restaurants: chain like O’Charleys, Olive Garden, Denny’s, Applebees, etc. Fast food on west end
25%	77	Big Box - Walmart (66), K-Mart (4), Target (7), (closest in Clarksville)
12%	37	Grocery
9%	27	Clothing stores - retail franchise like a T.J. Maxx
6%	17	Fitness Center/Sportsplex
4%	13	Family Fun - Bowling Alley (5), mini golf, arcade, batting cages, go-carts
4%	12	Shoe store (like Payless or Carnival)
3%	8	Theater
3%	8	Outdoor Store
2%	7	Pharmacy open after 6 pm (24 hr) like Walgreens
2%	7	No Walmart, big box stores
1%	4	Ag Farm Supply like Rural King
1%	4	Lumber Yard
100%	309	291/95