

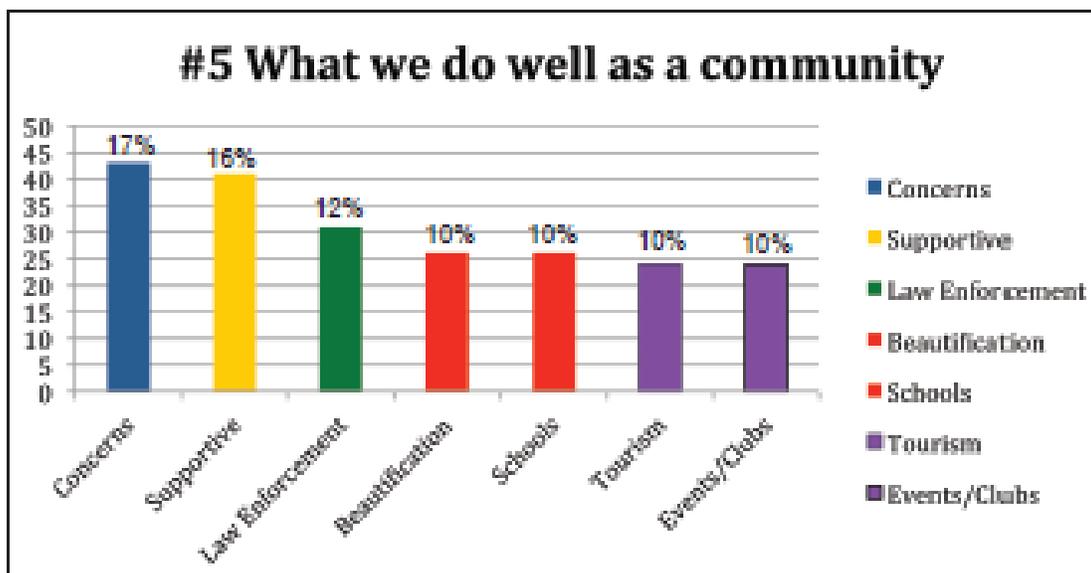
RECOMMENDATIONS & GOALS

Based in part on the findings from the Cadiz-Trigg County Planning Commission’s 2015 Questionnaire

Over a two week period (February 2nd to February 16th 2015) a questionnaire was distributed throughout Trigg County by the Planning Commission in partnership with the Cadiz-Trigg County Economic Development Commission (EDC) asking for input to nine questions. Three hundred and eighty-six Trigg County residents completed a questionnaire which statistically is a very high response rate for a survey which indicates a high interest in providing input.

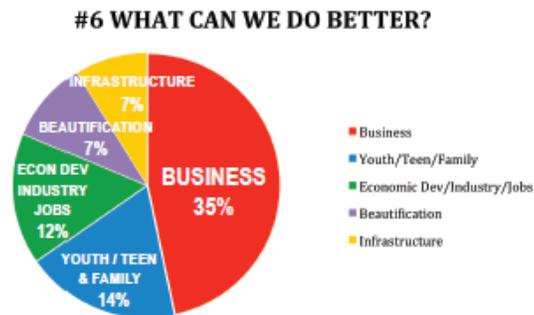
According to the survey results, Trigg County residents describe their community as **very supportive and charitable to others with a strong sense of helpfulness and volunteerism**. In other words, this is a community that can proudly say they will be there when you need them. **Law enforcement also scored high as did education and the beautification efforts** especially in the downtown area. People see Cadiz as a **very safe, caring, and clean community with a good school system**. All four points are great recruiting tools when attracting new businesses, residents and tourists.

The survey also showed that **over 80% of the respondents feel the community is not growing at this time**. The U.S. Census Bureau supports this finding indicating Trigg County had a 1.3% decrease in population in the past 5 years. In 2010 the population was 14,334. It is now 14,142 and the residents living below the poverty level has increased 5.3%. Survey results also revealed **92% see economic development as being average to poor**, and **over 97% believe it is important that both city and county work together** on issues that are important to the community. When asked “*what the community is doing well*”, **the largest percentage felt “not enough is being done”**. That response raises “red flags” and should be explored further to determine why those in the community feel this way.



More than 87% of the respondents feel **tourism is somewhat to very important as an economic development factor** in the community and yet there does not appear to be an existing **entity focused on recruiting those businesses needed to attract tourists**. *Note: The Tourist Commission’s purpose is marketing, not business recruitment. This issue is further addressed in APPENDIX B.*

When asked what can be done better as a community, the **#1 answer is to bring in more business**. Providing more for youth, teens and families to do came in **#2** (with a Sportsplex or YMCA being noted specifically by many as something the community needs). Recruiting industry and creating jobs ranked third.



To the question “*What new or expanded retail business would you support*” the **#1 response (28%) was a restaurant such as an O’Charley’s, Applebees or a fine dining restaurant**. A “big box business” such as **Walmart, Target or Kmart came in a close second (25%)**. A grocery store, clothing stores and fitness center/Sportsplex were 3rd, 4th, and 5th respectfully.

When asked what are the most pressing needs for our community, **nearly 50% responded jobs, business, and both large & small industry** with youth & families activities (park system/Sportsplex/YMCA coming in 2nd). Retail shops and restaurants came in 3rd, and 4th respectfully.

CONCERN FOR COMMUNITY STABILITY & TOURISM GROWTH

In the survey results and in follow-up conversations with local residents, there are strong indicators that more and more **residents are doing their primary shopping in communities outside of Trigg County**. This does not make a healthy robust community. A few noted reasons why local residents do not shop in Trigg County include: limited selection, quality differential, higher prices, and lack of choices. While in the other communities, they often fill up with gas since the price is often less, eat at a restaurant since there are greater choices, and partake in a movie theater or other entertainment or attractions. **This continual outflow of local revenue needs to be acknowledged and addressed immediately.**

RECOMMENDATION #1:

Cadiz-Trigg County needs to create a “Community Development Team” that actively seeks out available property and recruits commercial businesses the community lacks. Specifically the types of businesses people are looking for when they are considering an area whether they are visitors, new residents, or large industry as well as those retail businesses that will encourage residents to “shop at home”.

Please Note:

The State recognizes this need in communities and has now created the broader “Community Development Team” under the Economic Development Cabinet made up of local government, economic development organizations, utilities, academic entities, private commercial real estate sector, tourism, chamber and others. The objective is to build a broad public/private

team to “increase commercial real estate development/investment in order to create jobs and improve quality of place”.

At this time, Cadiz-Trigg County’s Economic Development Commission’s focus is on industrial recruitment. But locating potential commercial property sites and actively seeking the right tenants for needed retail businesses should also be pursued to both encourage locals to “shop at home” and tourists to “spend in Trigg”. **The goal should be to create jobs and improve quality of offerings that will, in the end, make the community much more “sellable” to industrial prospects.** See APPENDIX B for more on this.

RECOMMENDATION #2:

The community needs to recognize Tourism for the economic catalyst that it is. Marketing Trigg County as a destination will drive job creation and economic growth through travel and tourism. More importantly, “destination marketing better positions a community to compete for new investments and corporate relocations as well as build a more talented workforce...As a result, cities and states that prioritize destination marketing and coordinate these efforts with economic development initiatives have experienced significant site relocations and new investments as a direct result.” **In simpler terms, tourism creates JOBS, stimulates POSITIVE GROWTH and improves QUALITY OF LIFE in a community.** See APPENDIX B for more on this.

RECOMMENDATION #3:

Cadiz needs finer dining establishments for both locals and tourists. An O’Charley’s, Red Lobster or Long Horn Steakhouse are a few options noted in the survey results. A signature restaurant (Patty’s is an excellent example) or a Sports Bar would help draw people off the interstate and from the lake and discourage local residents from driving to Paducah, Princeton, Kuttawa or Hopkinsville for more upscale dining experiences.

SUGGESTION:

The historic Broadbent building just off I-24 would appear to be an excellent location for a brew house & restaurant. An effort needs to be made to recruit a tenant for this iconic* site, the product of which has such strong roots in the history of the community and the state.

**NOTE: Bon Appetit rates Broadbent Hams one of the top 5 country hams in the U.S with other competitions consistently ranking them #1 or #2.*



Broadbent Seed & Ham Building

¹Oxford Economics: *Destination Marketing – An Engine of Economic Development*, a study based on a combination of case studies, interviews, literature review, and statistical analysis of over 200 cities over a 23 year period. See <http://www.destinationmarketing.org/topics/economic-engine> to download entire study.



Old Cadiz Theater

SUGGESTION:

Converting the old Cadiz Theater into a Dinner Theater one or two nights a week and renting it out for special events, family & class reunions, graduation, large group meetings and indoor music the rest of the week could be a profitable use of this historic building on Main Street. **The addition of a second fine dining dinner restaurant in the building next door to Fox's Den could also help extend downtown shopping hours and should be pursued.** See GOAL#5 for more on this.



Exciting news for Cadiz-Trigg County!

COMING SOON....A coffee shop will be opening soon in the old log cabin in downtown Cadiz and two new restaurants and a bar are "in the works" at the I-24/68 interchange! That is indeed exciting news and just what is needed. Especially Harper House, a restaurant with a great reputation for fine dining and catering services.



Cabin Coffee & Café

RECOMMENDATION #4

Trigg County has multiple lodging options from hotels, motels and lodges to campgrounds, cabins and lake house rentals.

Lake Barkley State Resort Park, once considered the premier state resort park in Kentucky with breathtaking views, amazing architecture, and numerous amenities, has always been a major draw. A recent stay at the Park found the lodge rooms themselves very clean, the bath facilities updated and the grand lobby and staircase to the dining area as impressive as always! And under current management, the exterior is also being spruced up.



The view into the Dining Area

The four lodging facilities strategically located just off I-24 halfway between Nashville and Paducah have the potential to draw not only customers visiting the area but also those enroute to other destinations. Yet, all are budget hotels/motels, most appear tired and worn out, and all but one could use major facelifts and a thorough cleaning.

ACTION TO TAKE:

There needs to be a concerted effort to:

- #1 Upgrade the existing hotels and get them to standards the general public require when considering an overnight stay.
- #2 Spruce up the exterior area of the State Park especially around the pool and lodging area.
- #3 At the I-24 Exit 65 Intersection, attract at least one moderate to high end hotel such as one of the following:



Hampton Inn, Courtyard by Marriott, Fairfield Inn & Suites, Drury Inn & Suites or Country Inn & Suites.

See APPENDIX B for more on Community Development Team Initiative.

RECOMMENDATION #5:

The Cadiz-Trigg County Planning Committee’s survey strongly indicates a need for the community to provide more recreation opportunities for families and youth. An indoor Sportsplex facility would definitely address this need and appears to have strong public support. Both the City and the County have also expressed interest in this and have created a Sportsplex Committee to develop a plan. **But for the Sportsplex to be truly successful, there needs to be in place a Parks & Recreation Advisory Board and a qualified facility director hired.** *NOTE: The recently appointed Sportsplex Committee could become the Advisory Board since it has city, county, tourism and community representation.*

And for the Sportsplex to have the **greatest economic impact which should be its goal**, the facility needs to be designed **to attract not only local residents but also large events & sports tournaments** which will help fill hotels and increase business at local restaurants, shops and gas stations. **Hosting multi-team basketball tournaments, regional archery competitions, boat & outdoor expos will increase multi-day stays during the months of October – March when tourism businesses & shops most need it.** An Indoor walking track, weight room, and outdoor water park are a few other components recommended for the facility. **NOTE: If the community truly wants this, then the community needs to make a commitment to “make it happen”.** *See GOAL #5 and APPENDIX G for more on this.*



Fitness Equipment



Walking Track



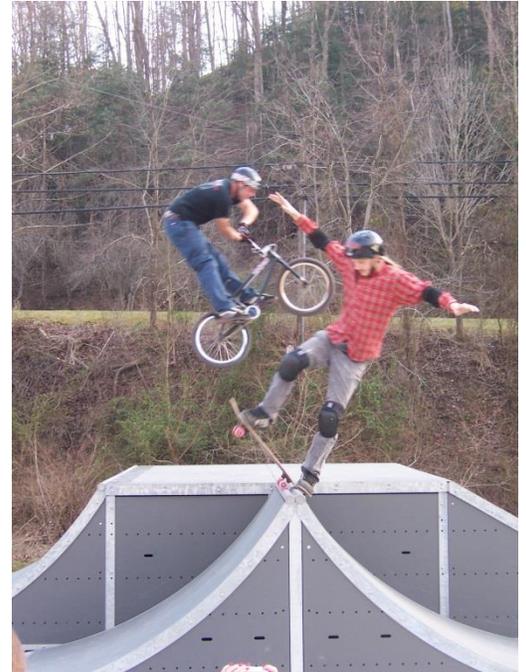
Sports Courts

RECOMMENDATION #6:

Another idea explored was a skate park in the back portion of the parking lot of the old IGA building.

Skate parks are fairly inexpensive to install and require very little oversight and maintenance once built. They also appeal to kids who may not be able to afford or have little or no interest in organized sports or group activities. It also requires very little in regards to equipment and gear for one to participate.

See GOAL #5 and APPENDIX H for more on Skate Parks.



RECOMMENDATION #7:

Potential visitors and industry site decision makers use the internet more and more to decide where they want to visit and often locate. First impressions do count!

An appealing and informative website can truly “sell” one’s community and put it in the best light before the prospect every makes their first visit. More importantly, one’s website can truly determine whether or not they come at all!



Tourism’s Website: GoCadiz.com

Although this is not something that came out in the Planning Commission’s survey, there needs to be a constructive review of all websites promoting the community and the county to make sure the sites are up-to-date and provide the information people need to encourage them to want to visit and/or relocate in Cadiz-Trigg County.

See GOAL #4 and APPENDIX E for ideas on creating greater web presence.

The statistical results of the Cadiz-Trigg County Planning Commission’s 2015 Questionnaire (provided in a separate document) support many of the recommendations and goals within this strategic plan.

Cadiz 2020

WHAT WOULD YOU LIKE TO SEE HAPPENING IN CADIZ/TRIGG COUNTY BY THE YEAR 2020?

In February 2015, two public meetings and a meeting with the Cadiz-Trigg County Tourist Commissioners and interested citizens were held. From those meetings, ten specific goals came forth that the community would like to accomplish by 2020. Follow-up meetings with specific groups and organizations were attended to seek out both direction and assistance on specific goals.

The question brought forth in every meeting was...

Which goals are **YOU** going to help make happen in the next few months? Two years? Five years? All are doable if people work together. Action on a few have already been taken and are highlighted in **red** in the upcoming chapters.

TEN GOALS BY 2020

By 2020:

- 1. Cadiz is a visitor-friendly Welcoming Community**
 - From I-24 through Land Between the Lakes.
- 2. Trigg County becomes THE Place to Live & Retire**
- 3. More Visible Presence through Branding & Signage**
- 4. Virtual Presence & Website Review**
- 5. More for People To Do**
 - Evening Activities and Offerings expanded.
- 6. More Recognized “Signature” Annual Events and events in general**
 - Music becomes one of Cadiz signature attractions/events
- 7. Cadiz becomes known as a Bikeable, Pedestrian, ATV, Golf Course, Dog-Friendly community.**
- 8. Rich History becomes a major draw for the area.**
- 9. Cadiz-Trigg County Proud!**
 - Numerous venues provided for local artisans, crafters and farmers
- 10. Cadiz recognizes Tourism as an Industry**