

MEMORANDUM

TO: H. Philip Paradise, Jr., Regional Director, EDA, Atlanta Regional Office

FROM: Angela Herndon, AICP, CFM, Regional Planner 

RE: 2022 CEDS Re-Write

DATE: December 1, 2022

Please accept the attached as the official submission of the Community Economic Development Strategies (CEDS) for the Pennyrile Area Development District (PeADD).

The PeADD Board approved the submission of the CEDS to the EDA by resolution on November 14, 2022. The signed resolution is attached to the CEDS in Section 8.

The Final Draft of the CEDS is located on the PeADD website at the following location:
<https://www.peadd.org/comprehensive-econ-dev-strategy-ceds>

We strongly support this process as it provides a plan for project development within the Pennyrile Region and is the leading catalyst for economic development growth in the area. We look forward to working with the EDA on future projects.

Should you have any questions or if I can be of further assistance, please do not hesitate to contact me.

ASH

cc: File
Amy Frogue
Jason Vincent

COMPREHENSIVE
ECONOMIC
DEVELOPMENT
STRATEGIES

2022

NOVEMBER 14

Pennyrile Area Development District



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Section 1

OVERVIEW



Section 1

Overview

In the period between 1966 and 1972, Kentucky formally created 15 Area Development Districts to serve every county and municipality in the Commonwealth. The Pennyryle Area Development District is one of fifteen (15) such districts in the Commonwealth of Kentucky. The primary charge of the PeADD is to provide public regional planning and community development services in which they collaborate with local leaders, agencies, and staff to support regional strategies, solutions, and partnerships that improve the overall quality of life for the citizens of the nine (9) county Pennyryle region. The PeADD brings local civic and governmental leaders together to accomplish regional development objectives, taking advantage of opportunities which cannot be achieved by those governments acting alone. The PeADD is motivated to educate and empower communities by implementing quality services through specific expertise in Aging, Community and Economic Development, Human Services, and Workforce Development for western Kentucky's nine (9) county Pennyryle region, which includes Caldwell, Christian, Crittenden, Hopkins, Livingston, Lyon, Muhlenberg, Todd, and Trigg counties.

PeADD's mission is to provide the Pennyryle region with the highest quality of professional planning, development, and implementation services in the areas of community and economic development, workforce, transportation, social services, and public administration. This mission is carried out under the direction of the PeADD Board of Directors with an emphasis on integrity, professionalism, efficiency, and continuous quality, and customer service improvement. The PeADD Board of Directors is composed of a minimum of 51 percent elected officials with the remainder of the Board representing regional agriculture, commerce, industry, civic organizations, education, labor, and minority interests.

The Comprehensive Economic Development Strategy (CEDS) process began in 1992 when Kentucky's Area Development Districts (ADDs) were charged with the oversight of a comprehensive, community-based strategic planning process that would encompass the entire Commonwealth. Throughout the following year, the Pennyryle Area Development District (PeADD) Board of Directors and other key stakeholders guided the development of the first Strategy. The Strategy has been maintained and updated in the subsequent years. The update process built upon the guidelines set forth in the previous studies.

A Comprehensive Economic Development Strategy (CEDS) is the result of a local planning process designed to guide the economic growth of an area. The primary objective of the CEDS process is to help create jobs, foster more stable and diversified economies, and improve overall living conditions. It provides a mechanism for coordinating the efforts of individuals, organizations, local governments, and private industries impacted by economic development. Furthermore, a CEDS is required to qualify for Economic Development Administration (EDA) assistance under its public works, economic adjustment, and other planning programs, and a CEDS is a prerequisite for designation by EDA as an Economic Development District (EDD).

Section 2

This section provides an outline of ...

Regional Characteristics

- Regional Population
- Regional Composition

Regional Economy at a Glance

- Education
- Income and Poverty
- Housing
- Emerging Trends

Section 2

Regional Characteristics

The nine (9) county area of which the PeADD is comprised encompasses much of the Pennyryle Region, a large physiographic region in Western Kentucky. The PeADD begins at the Land Between the Lakes area in the West and encompasses portions of the Mississippi Plateau, the Western Kentucky Coal Fields, and the Dripping Springs Escarpment in the east. The Pennyryle region encompasses over 3,790 square miles or 2,426,880 acres of low-rounder hills interspersed by broad alluvial valleys. Each member county of the PEADD possesses unique characteristics that have together formed the diverse economic base for the Pennyryle which includes rich mineral resources, prime agricultural farmland, and a hub of key transportation corridors.

Appendix A includes a map of the Pennyryle Area, as well as the Congressional and State Senate and House of Representative Districts in the Pennyryle region.

Region Population

The population of the Pennyryle Region was analyzed utilizing information from 1950 through 2020. The information supporting the analysis is provided in Table 1 below. The overall population of the region grew steadily from 1950 to 2010 with a slight decrease between 2010 and 2020. Based on information by the Kentucky State Data Center in 2022, the death rate for the state of Kentucky surpassed the birth rate midway through 2019 for the first time in history. This finding may provide insight into the 2% reduction in population across the region between 2010 and 2020.

Regional Population of the Pennyryle 1950 to 2020

Area	1950	1960	1970	1980	1990	2000	2010	2020
Pennyryle ADD	174,302	178,061	176,201	204,937	205,800	215,519	219,305	214,610
Caldwell	13,199	13,073	13,179	13,473	13,232	13,060	12,984	12,649
Christian	42,359	56,904	56,224	66,878	68,941	72,265	73,955	72,748
Crittenden	10,818	8,648	8,493	9,207	9,196	9,384	9,315	8,990
Hopkins	38,815	38,458	38,167	46,174	46,126	46,519	46,920	45,423
Livingston	7,184	7,029	7,596	9,219	9,062	9,804	9,519	8,888
Lyon	6,853	5,924	5,562	6,490	6,624	8,080	8,314	8,680
Muhlenberg	32,501	27,791	27,537	32,238	31,318	31,839	31,499	30,928
Todd	12,890	11,364	10,823	11,874	10,940	11,971	12,460	12,243
Trigg	9,683	8,870	8,620	9,384	10,361	12,597	14,339	14,061

The increase in Lyon County's population increase can be attributed to the area being a popular destination for retirees due to the quality of life of the community because of the close proximity to area lakes and Between the Lakes (LBL) Recreation Area.

Regional Composition

Age Distribution

The age composition of the Pennyrile Region population underwent notable changes over the last decade as indicated in Table 2, *Change in Age Distribution in the Pennyrile 2010 to 2020*. The 65+ category continues to see growth while there is significant shrinkage in the 64 and under categories. This trend aligns with State and National trends. The growth in the 65+ is due to the large portion of the Baby Boomer generation reaching 65 years of age. In addition, access to health care and healthier lifestyles, people are living longer as well. When the average Baby Boomer was born the average life expectancy was 63 years old. Today Baby Boomers can expect to live to 79 years of age on average. The increase in this age category may also reflect the trend of people relocating to small rural towns upon retirement. Another trend that is being observed on the state and national level is that Millennials are delaying starting families or foregoing having children all together, and therefore, the percentage of the population under 19 has decreased over the last ten (10) years.

Change in Age Distribution in the Pennyrile 2010 to 2020

Age Group	2010 Population	2020 Population	% Change
All Ages	227,474	212,021	-6.79%
0-19	61,283	55,284	-9.79%
20-64	135,291	119,200	-11.89%
65+	30,900	37,537	21.48%

Race

The table below provides information on the racial diversity of the region. Before analyzing the diversity of the region, it's important to identify and understand how community diversity influences economic development. Community diversity introduces expanded languages and ways of communicating, introduces different perspectives on community issues, innovative ideas, and increased knowledge. A diverse community typically has more small business and a strong self-employed workforce that create and fortify the neighborhoods in which they are located, in addition to contributing to the community tax base. When viewed as a whole, the Pennyrile region is 80% Caucasian, 11% African American, and the remaining 8% is comprised of other races. The majority of counties in the region are comprised of anywhere between 85% and 95% Caucasian with only one county being less than 85% Caucasian.

Community Diversity

	Caldwell County		Christian County		Crittenden County		Hopkins County		Livingston County		Lyon County		Muhlenberg County		Todd County		Trigg County		PeADD	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
Total Population	12,649	100%	72,748	100%	8,990	100%	45,423	100%	8,888	100%	8,680	100%	30,928	100%	12,243	100%	14,061	100%	214,610	100%
White/Caucasian	11,244	89%	48,279	66%	8,559	95%	39,331	87%	8,287	93%	7,772	90%	28,366	92%	10,354	85%	12,309	88%	174,501	81%
Black/African American	674	5%	15,527	21%	82	1%	2,947	6%	25	0.3%	510	6%	1,215	4%	887	7%	952	7%	22,819	11%
American Indian/Alaska Native	25	0.2%	389	1%	15	0.2%	98	0.2%	25	0.3%	27	0.3%	65	0.2%	43	0.4%	35	0.2%	722	0.3%
Asian	56	0.4%	973	1%	6	0.1%	232	1%	15	0.2%	34	0.4%	59	0.2%	22	0.2%	27	0.2%	1,424	1%
Native Hawaiian/Pacific Islander	2	0.02%	246	0.3%	5	0.1%	29	0.1%	6	0.1%	1	0.0%	3	0.01%	6	0.05%	6	0.04%	304	0.1%
Other Race	70	1%	2,219	3%	39	0.4%	540	1%	81	1%	84	1%	222	1%	352	3%	113	1%	3,720	2%
Two or more races	578	5%	5,115	7%	284	3%	2,246	5%	449	5%	252	3%	998	3%	579	5%	619	4%	11,120	5%

Its apparent at first glance in the table above that Christian County is the most racially diverse community in the Pennyrile region. The County is comprised of 66% Caucasian, 21% African American, and the remaining 13% comprised of other race categories. Christian county has a higher percentage of residents who identify as Asian than any of the other PeADD counties. Home to more than 21 international companies, Christian County has experienced great industrial expansion as a result of its diversified community and workforce. Ascend Elements announced plans on August 1, 2022 to build a sustainable lithium-ion battery materials facility in Hopkinsville, Kentucky. The first-of-its-kind manufacturing facility is a closed-loop manufacturing system generates minimal waste and carbon emissions compared to traditional cathode manufacturing.

Regional Economy at a Glance

Education

Nationally 88% of Americans 25 and older have obtained at least a High School Diploma or the equivalent. In Kentucky, it appears to be slightly lower at 87%. The Pennyrile region is just below that at 86%. Table 4 below provides a county by county breakdown of this information with comparison to state and national percentages.

The college readiness of three (3) Pennyrile counties, Caldwell, Livingston, Lyon, Muhlenberg, and Trigg, have higher percentages than the state as whole. Todd county has the lowest percentage of college/career ready student at 55%.

Regional Educational Attainment & College/Career Readiness

Area	High school graduate or higher, percent of persons age 25 years+	% Population with Bachelors Degree or Higher	% Students Ready for College and/or Career by Graduation	Average ACT Score
United States	88%	33%		
Kentucky	87%	25%	66%	19
Caldwell	87%	15%	74%	19
Christian	87%	18%	61%	18
Crittenden	85%	13%	NOT REPORTED	19
Hopkins	88%	17%	65%	20
Livingston	86%	12%	78%	19
Lyon	89%	17%	87%	20
Muhlenberg	83%	13%	69%	19
Todd	78%	13%	55%	18
Trigg	88%	17%	69%	19

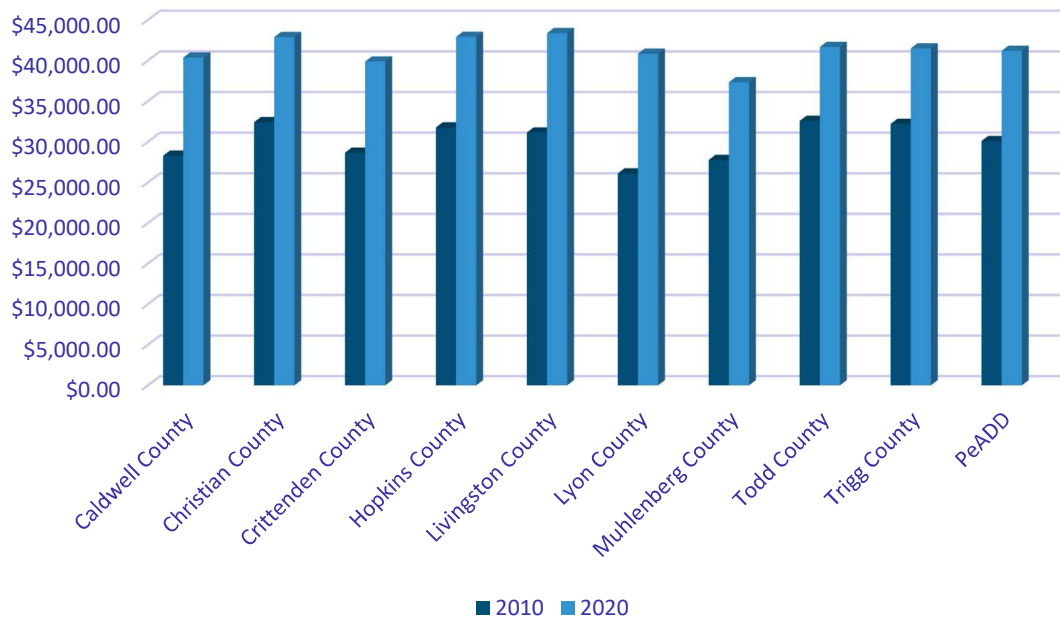
Income and Poverty

Review of the income for the counties in the Pennyrlie region, illustrates some interesting information about the distribution of wealth in the individual communities. The Table below provides the percentage distribution of income by category for the United States, the State of Kentucky and each of the Pennyrlie Region counties. The distribution of income between categories in the majority of the Pennyrlie counties appears to have the largest percentages in the middle 3 income categories (\$35,000-\$75,000). Christian and Todd counties had more than 10% of their community population reporting household income at less than \$10,000 while Crittenden and Lyon counties had more than 14% of their community population reporting household income between \$15,000-\$24,999. It's important to emphasize that the numbers reflected in this table are household income amounts that rank nearly \$40,000 below national median household income and \$27,000 below the median household income of Kentucky.

Percentage Distribution of Income by Category

	< \$10,000	\$10,000 to \$14,999	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 +
US	5.8%	4.1%	8.5%	8.6%	12.0%	17.2%	12.8%	15.6%	7.1%	8.3%
Kentucky	8.1%	5.5%	10.4%	10.4%	13.5%	18.0%	12.4%	13.0%	4.5%	4.2%
Caldwell	8.6%	6.9%	11.2%	10.9%	13.3%	13.2%	16.4%	12.4%	2.1%	5.1%
Christian	10.5%	6.3%	10.0%	13.2%	16.5%	19.7%	9.5%	8.8%	2.3%	3.1%
Crittenden	6.5%	6.5%	15.2%	11.9%	13.7%	17.7%	13.5%	10.6%	1.8%	2.6%
Hopkins	10.2%	6.0%	10.4%	10.0%	16.9%	16.9%	13.2%	11.2%	3.2%	2.0%
Livingston	7.6%	5.6%	12.0%	10.0%	13.0%	22.7%	12.5%	12.1%	2.4%	1.9%
Lyon	4.8%	6.2%	14.5%	12.0%	13.1%	19.3%	9.2%	11.1%	8.8%	1.0%
Muhlenberg	7.8%	6.2%	11.7%	12.9%	15.2%	19.1%	10.0%	9.6%	3.0%	4.6%
Todd	11.9%	7.3%	8.3%	12.5%	10.6%	22.7%	9.3%	12.7%	1.7%	2.9%
Trigg	5.3%	8.6%	9.0%	14.2%	11.1%	21.9%	13.2%	9.7%	4.6%	2.5%

Regional Per Capita Income 2010-2020



The percentage of people in the Pennyryle region living in poverty is provided in the following table. Six (6) of the nine (9) counties in the region have experienced a reduction of the percentage of people living in poverty. A small portion of the reduction could be attributed to reduction in population in general however there is a more than 15% reduction in poverty status in Christian, Muhlenberg, and Lyon counties. Trigg, Hopkins, and Todd counties observed an increase in the percentage of people living in poverty in their communities. The remaining six (6) counties experienced reductions in line with or exceeding the national and state trends.

Poverty Status Comparison 2016-2022

Area	2016	2022	Percent Change 2016 -2022
Kentucky	782,779	717,895	-8.29%
Caldwell	2,523	2,249	-10.86%
Christian	13,938	11,845	-15.02%
Crittenden	1,660	1,319	-20.54%
Hopkins	8,154	8,620	5.71%
Livingston	1,329	1,243	-6.47%
Lyon	1,152	805	-30.12%
Muhlenberg	5,732	4,424	-22.82%
Todd	2,457	2,543	3.50%
Trigg	2,046	2,151	5.13%

Employment Characteristics

Area	Civilian Labor Force	Employment	Unemployment	Unemployment Rate
Kentucky	2,095,422	1,978,477	116,945	5.6%
PeADD	85,816	80,439	5,377	6%
Caldwell	5,635	5,284	352	6.2%
Christian	25,291	23,349	1,942	7.7%
Crittenden	3,712	3,604	108	2.9%
Hopkins	19,927	18,643	1,284	6.4%
Livingston	4,095	3,856	239	5.8%
Lyon	3,058	2,960	98	3.2%
Muhlenberg	12,754	12,120	634	5.0%
Todd	5,234	4,942	292	5.6%
Trigg	6,454	5,943	511	7.9%

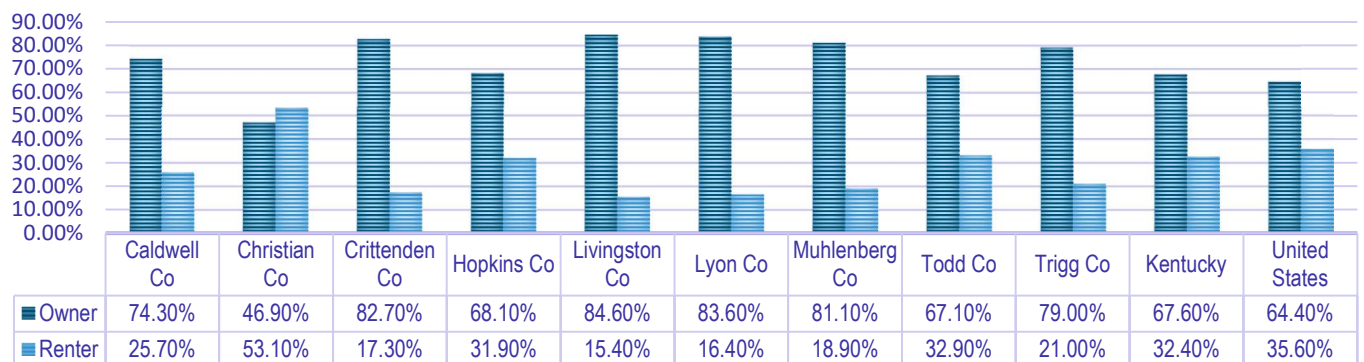
Source: ACS 5-Year Estimates Data Profiles

Housing

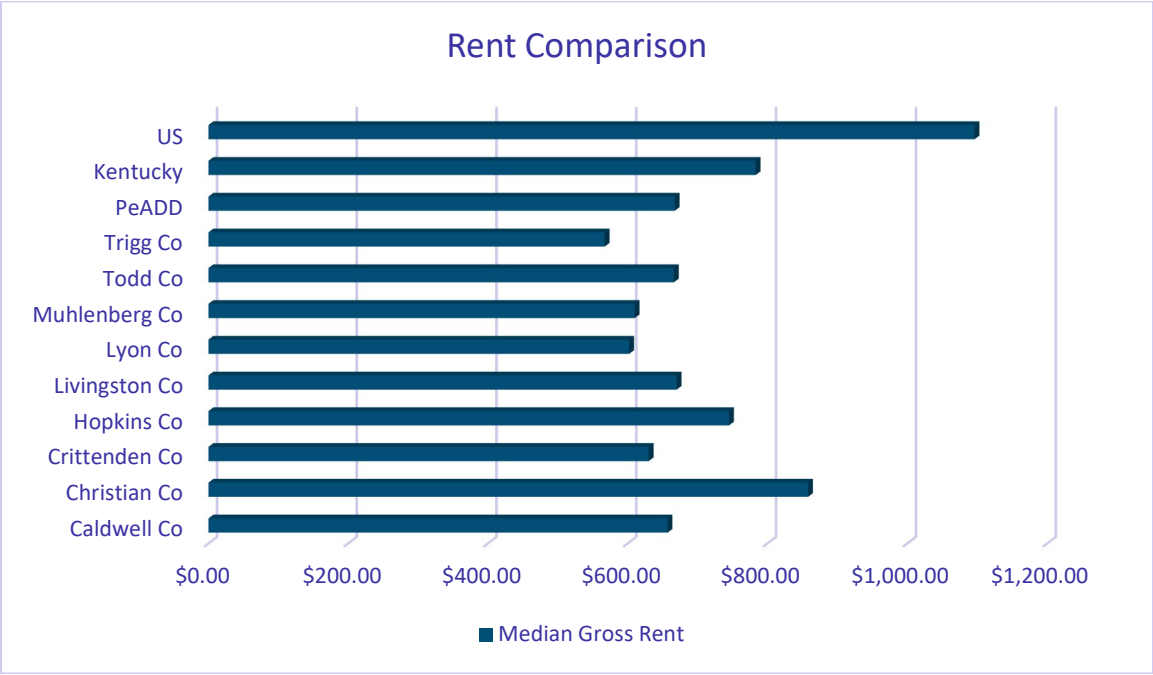
While it may seem obvious, the availability of safe, clean, and affordable housing stock is key to expanding and supporting the economic base of the region's communities. There are many factors to analyze to determine whether a community's housing supports or hinders economic development. These factors include available rental housing stock, available homes for sale, the median rental rates, and the value of homeowner occupied units. These factors compared with the other relevant demographic information and emerging trends in the region can help to support housing goals and objectives discussed later in the CEDS.

The Table below provides an overview of the manner of occupancy of the homes in each of the PeADD counties. The counties that have the lowest percentage of renter occupied housing include Livingston, Lyon, and Crittenden counties. Todd county's percentage of rental units appears to be more in line with the state and national trends while Christian County substantially exceeds the trending percentages at 53.10% renter occupied housing.

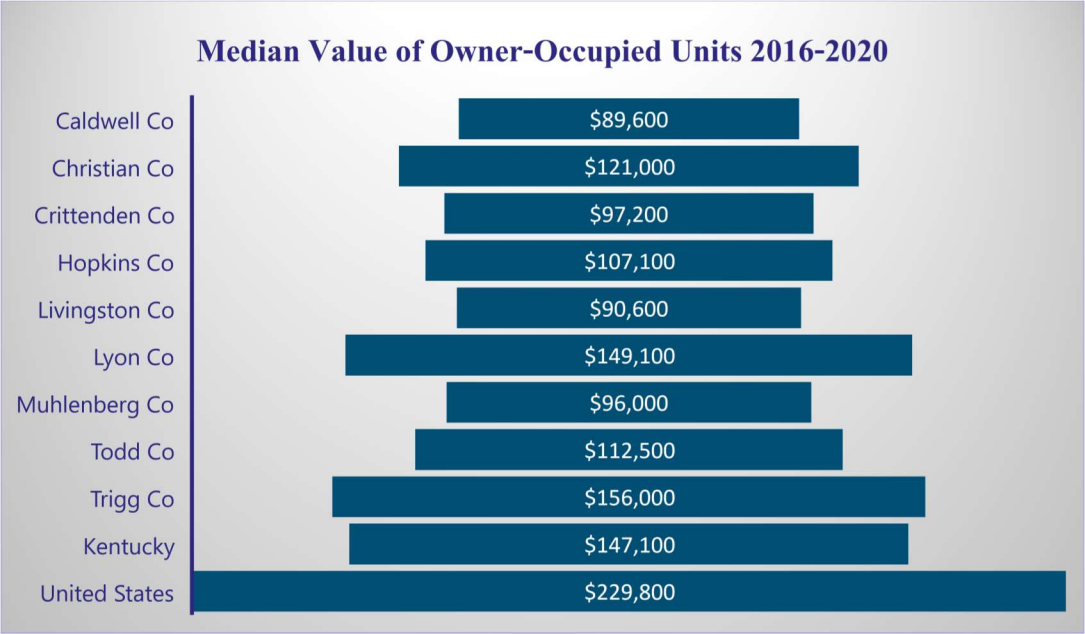
Owner Occupied vs. Rental Housing 2020 ACS



The Table below provides an illustration of the Median Gross Rent for the PeADD region. The lowest median gross rent across the region appears to be Trigg, Lyon, and Muhlenberg counties. The remaining five (5) counties appear to remain below the state and national trends with the median gross rent in Christian County exceeding the statewide average but falling short of the national average. In analyzing the median gross rent, the factors that influence rental rates include proximity to work, school, transportation corridors, and desirable quality of life elements as well as property values.



The affordability of owner-occupied housing in the region is below both state and national trends except for Trigg and Lyon County which both have a large amount of lake front property.



Emerging Trends

Tourism

Heritage Tourism provides an influx of tourism dollars annually to the PeADD. The City of Princeton in Caldwell County is home to numerous historic sites and viewing opportunities, including Adsmore Museum, the Amoss House Museum (a circa 1857 antebellum mansion), Newsom's Old Mill Store (home of the nationally renowned Col. Newsom's Aged Kentucky Country Ham), the Caldwell County Railroad Museum, Civil War traces, the Cherokee Trail of Tears and a downtown commercial district listed on the National Register of Historic Places.

Christian County is home to the Trail of Tears Commemorative Park in Hopkinsville, Kentucky. The park is situated on a portion of the campground used by the Cherokee Indians on the infamous Trail of Tears. The park is listed on the Nation Register of Historic Places and includes the gravesites of Chiefs White Path and Fly Smith, one of the few verified gravesites on the Trail. Also on the site is a restored log cabin Heritage Center, which houses artifacts, and picnic areas. The park hosts the Trail of Tears Intertribal Pow Wow and is held annually the weekend following Labor Day with native dance competitions, crafts, food and more.

The Black Patch Tobacco Wars were a period of civil unrest and violence in the western counties of the U.S. states of Kentucky and Tennessee at the turn of the 20th century, circa 1904-1909. Many of the counties in the Pennyryle Region hold festivals, sponsor special exhibits, and provide tours related to the history of the Black Patch Tobacco Wars.

Eco-Tourism is a key component to the economy of the PeADD region. Each year approximately 1.5 Million visitors explore the 170,000-acre man-made peninsula lying between Kentucky Lake and Lake Barkley, protected as the Land Between the Lakes National Recreation Area (lbr.org). The recreation area has more than 200 miles of trails and abandoned roads that wander through fields and forests and along scenic lakeshores. The North South Trail, at 58 miles long, is the longest and runs the length of the park into Tennessee. The Land Between the Lakes is managed by the United States Forest Service and attracts over two million visitors each year. L.B.L. provides boating, fishing, hiking, camping, horseback riding, and ATV trails, as well as many other attractions. The benefits of the ecotourism from this regional feature provides for economic development opportunities in many of the counties in the Pennyryle Region. The Cities located in Lyon and Livingston Counties are home to marinas, marine outfitters, marine sales, marine service, restaurants, theatres, shopping, and more.

Agri-Tourism and Craft Spirit Tourism, including both bourbon and craft beer, is becoming popular in the PeADD region. The region is home to the Hopkinsville Brewing Company and the Between the Lakes Tap House. The addition of the Western Kentucky Brewery Hop has provided an opportunity for craft beer enthusiasts to tour the region. Bourbon is always an authentically Kentucky experience sought out by visitors, and the PeADD offers three (3) stops along the Bourbon Trail at the Bard Distillery in Muhlenberg County and the Casey Jones Distillery and MB Roland Distillery in Christian County. Increases in agri-tourism and requests for these experiences are also anticipated to continue or increase. Farm to Fork tours are being discussed within the region in an effort to offer an agri-centric tourism experience.

Housing

The Housing Market throughout the Commonwealth has reportedly strengthened over the past 12 months. Housing stock inventory issues have been noted in market research, meaning there are more buyers than houses available. Builders are working to stay ahead of demand but are faced with supply chain issues as a result of the pandemic. The existing housing stock is aging with much of the existing housing constructed during population booms in the 1960s and 1970s. Residential developments are planned and under construction in Christian County. The construction is primarily moderately sized garden sized homes on zero lot line styled lots. There are low-to-moderate income multi-family developments planned for the county as well. There is a 54-unit affordable housing complex planned for Crittenden County. The driving forces in the types of residential development seen in the area include the aging population, the In addition, the area has seen an influx of residents relocating to the area from the east and west. The region is viewed as ideal due to the location to many major travel destinations, the relatively low cost of living, and the ability to buy homes on larger lots. As can be seen from the previously documented age distribution, the area is viewed as an ideal location for retirement aged or those nearing retirement age. The close proximity to the Land Between the Lakes Recreational Area is also another deciding factor for those relocating to the region.

Electric Vehicles

As the automotive industry moves toward the expansion of the Electronic Vehicle (EV) sectors, The Commonwealth of Kentucky has worked tirelessly to establish a key role in the development of the sector. In recent months, the commonwealth announced the two most significant economic development projects in its history making Kentucky the new electric vehicle battery capital in the United States. In September 2021, Governor Beshear and leaders from Ford Motor Co. and SK Innovation celebrated a transformative \$5.8 billion investment that will create 5,000 jobs in Hardin County. In April of 2022, the Governor was joined by leadership at Envision AESC to announce a \$2 billion investment that will create 2,000 jobs in Warren County. Within the PeADD, in August of 2022 Governor Andy Beshear announced continued growth of electric vehicle-related manufacturing in the commonwealth, as Ascend Elements Inc., a producer of advanced, sustainable battery materials made from recycled lithium-ion batteries, will invest \$310 million and create 250 full-time jobs in Christian County. The Governor noted this is the single largest economic development project in the county's history.

Broadband Expansion

Rural broadband, or the lack thereof, has long been a topic of conversation in Kentucky, especially rural western Kentucky as the "digital divide" has become a game changer for communities in regard to economic development, education, and ease of daily life. Prior to 2020, the topic of broadband expansion was a priority for many state and local officials, but as COVID-19 forced a multitude of Kentuckians to work and learn from home in 2020, the importance of reliable high-speed internet service was highlighted even more. The pandemic demonstrated how fast, reliable networks and the services they deliver are a critical part of our lives and economy; high speed internet is no longer a luxury, but rather a basic necessity. Most of us cannot imagine how we would work, shop and connect with loved ones without access to the internet.

In 2020, the Kentucky General Assembly (through HB 320) declared that the "provision of broadband service to residential, commercial, and industrial customers is critical to securing a sound economy and promoting the general welfare of the Commonwealth." Furthermore, USDA Rural Development implores that "reliable and affordable high-speed internet is fundamental for economic activity throughout the U.S. Access to high-speed internet is vital for a diverse set of industries, including agricultural production, manufacturing, mining, and forestry and acts as a catalyst for rural prosperity by enabling efficient, modern communications between rural American households, schools, and healthcare centers as well as markets and customers around the world."

With the passage of the American Rescue Plan Act and access to other direct federal funding for broadband in unserved and underserved areas, many Pennyryle counties have been able to shorten that digital divide for rural residents. Through partnerships with Pennyryle Rural Electric/Hopkinsville Electric Service, Kenergy, Fastnet Wireless, and other internet service providers, high speed fiber broadband service is being deployed to thousands of rural Pennyryle homes. Broadband expansion projects are currently underway in Caldwell, Christian, Hopkins, Lyon, Muhlenberg, Todd and Trigg Counties.

Economic Clusters

An economic cluster is a grouping of a network of companies in related fields and located in a regionalized hub. These clusters may include raw materials suppliers, production companies, and even training institutions. The clustering of these organizations can be mutually beneficial through the development of a labor force with a desired skill set, the establishment of institutions developed to serve the companies or the provision of support services specific to the production. The clustering of all of the components necessary to produce a commodity may result in the ability to produce it at a lower price which may create a more competitive environment.

There are several economic clusters which are thriving in the Pennyryle Region. The clusters highlighted below are not the only ones that exist but have been identified due to the magnitude by which they are interwoven into the fiber of the communities in the region.

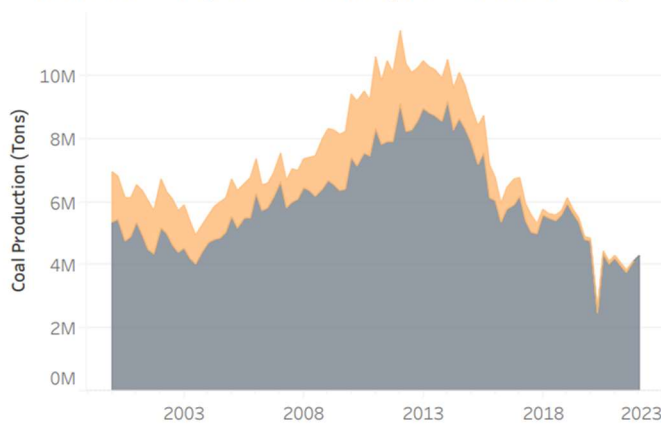
Automotive

The Pennyryle region is home to a number of automotive related manufacturing companies. While none of the production facilities are end of the line facilities, the region is responsible for the production of a variety of automotive products including chassis, headliners, suspension, seals and gaskets, and steering columns. It is anticipated that the newly announced location of Ascend Elements Inc. in Christian County will result in the further expansion of the automotive cluster in the region through the electric vehicle market. According to the Cabinet for Economic Development, the Commonwealth of Kentucky is the third largest producer of cars and trucks in the United States.

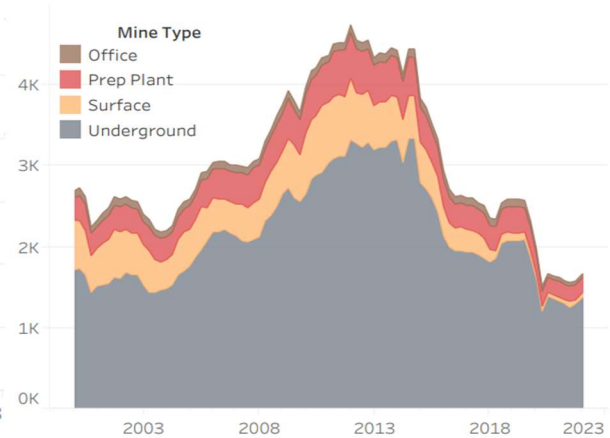
Mining & Energy

For many years, Kentucky was the third-largest coal-producing state, after Wyoming and West Virginia, and typically accounted for about one-tenth of total U.S. coal production. However, Kentucky's coal production declined as coal-fired electricity generating plants that were consumers of Kentucky coal retired or converted to natural gas. In 2020, Kentucky's coal production decreased to its lowest level since 1915 and accounted for slightly less than 5% of total U.S. production. The Pennyryle region has two (2) coal producing counties in what is geologically referred to as the Western Kentucky Coal Field region of the State. These two (2) coal counties in the Pennyryle are Muhlenberg and Hopkins counties. Based on quarterly reports from the Energy and Environment Cabinet the PeADD coal mining counties produced 1.6 million ton during the quarter.

Western Kentucky Coal Production (2000 - Q1 to 2022 - Q1)

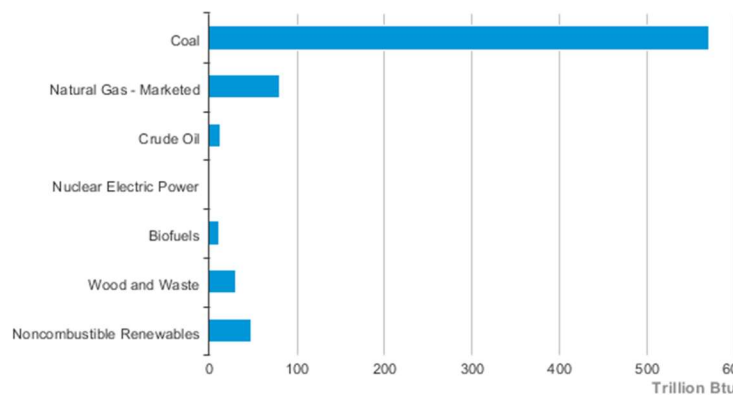


West Kentucky Employment by Mine Type (2000 - Q1 to 2022 - Q1)



Although production has decreased in the state, the majority of the electricity is coal derived.

Kentucky Energy Production Estimates, 2020



 Source: Energy Information Administration, State Energy Data System

While only a very small percentage of the Commonwealth's energy comes from renewable sources, there has been a substantial amount of discussion on solar power generation and solar farm development. The Pennyriple region does not yet have any solar farms in operation but it is reasonable to project that with the development trends throughout the Commonwealth there could be some development in coming years.

Wood Industries

Kentucky has one of the most diverse hardwood species mix in the nation. Only the state of Florida has more hardwood species. The Kentucky Forest Sector is made up of six sub-sectors: logging, primary wood manufacturing, secondary wood manufacturing, pulp and paper, paper converters, and wood residue manufacturing. In 2020, Kentucky exported an estimated \$276 million in wood-related exports which is a \$61 million decrease from 2019. Decreases of \$22 million in wood barrels, \$18 million in railway ties, \$8 million in oak lumber, and \$6 million in hardwood lumber account for most of the decreases in Kentucky wood-related exports in 2020. The majority of the exports from Kentucky are sent to Europe and Asia. The information provided in the graphic below is representative of Congressional District #1 which includes several area development districts.

Congressional District #1. 2020 Kentucky Forest Sector Economic Contributions				
	Jobs		Contributions	
Forest Sub-sector	Direct	Total	Direct	Total
Logging	362	603	\$51,542,565	\$80,834,594
Primary Wood Mfg.	1,178	1,857	\$329,728,975	\$443,916,738
Secondary Wood Mfg.	3,445	4,926	\$676,450,937	\$916,555,786
Paper Converters	991	1,920	\$563,757,481	\$744,533,174
Wood Residue Mfg.	175	525	\$164,858,701	\$229,049,458
Pulp and Paper	463	1,060	\$381,139,725	\$505,218,345
Totals	6,613	10,891	\$2,167,478,383	\$2,920,108,095
Total Labor Income	\$603,266,840			

The graphic below illustrates the employment of the wood industry in Kentucky.

County	Number of Industries	Number of Employees
Caldwell	6	47
Christian	9	95
Crittenden	3	15
Hopkins	5	192
Livingston	1	4
Lyon	1	7
Muhlenberg	9	155
Todd	12	184
Trigg	8	49

**Source: University of Kentucky - College of Agriculture
(Kentucky Forest Product Industry Directory)**

Tourism

The Pennyryle Region has a very robust tourism industry that includes heritage tourism, eco-tourism, agri-tourism, and craft spirit/beer tourism. Many of the subcategories of the Pennyryle tourism sector were discussed in detail in the Emerging Trends section. As is illustrated in the table below, even with the COVID-19 pandemic raging in the region, the tourism expenditures saw an increase across the Pennyryle region between 2018 and 2020.

2018/2020 Comparison of Travel Expenditures (In Millions)

<i>Area</i>	<i>2018 Direct Expenditures</i>	<i>2018 Total Expenditures</i>	<i>2019 Direct Expenditures</i>	<i>2019 Total Expenditures</i>	<i>2020 Direct Expenditures</i>	<i>2020 Total Expenditures</i>
Kentucky	\$7,563.20	\$11,248.94	\$8,119.22	\$11,800.65	\$5,865.00	\$8,878.00
Caldwell	\$8.83	\$14.33	\$9.24	\$15.05	\$8.20	\$13.00
Christian	\$98.65	\$192.89	\$102.45	\$198.25	\$92.20	\$171.10
Crittenden	\$3.19	\$5.85	\$3.22	\$5.89	\$3.00	\$5.20
Hopkins	\$46.99	\$74.88	\$47.62	\$76.56	\$40.20	\$63.00
Livingston	\$14.39	\$20.05	\$15.14	\$20.90	\$12.60	\$17.50
Lyon	\$22.92	\$29.43	\$24.25	\$31.09	\$20.80	\$26.80
Muhlenberg	\$27.34	\$42.49	\$28.54	\$42.90	\$24.60	\$36.70
Todd	\$1.82	\$4.04	\$1.85	\$4.16	\$1.60	\$3.50
Trigg	\$18.97	\$25.68	\$20.26	\$27.10	\$17.50	\$23.40

Agriculture

Agriculture has long been a cornerstone of the regional economy. The Pennyriple Region produces corn, soybeans, wheat, hemp, tobacco, cattle, and poultry are some of the commodities produced in the region. US Tobacco operates a processing plant in the region that produces smokeless tobacco products. Commonwealth Agri-Energy, LLC developed, in partnership with a major grain elevator coop in Christian County, an Ethanol Plant that produces Ethanol, animal feed, and other by-products from corn grown within the region. There are numerous other agricultural support businesses and services in the region.

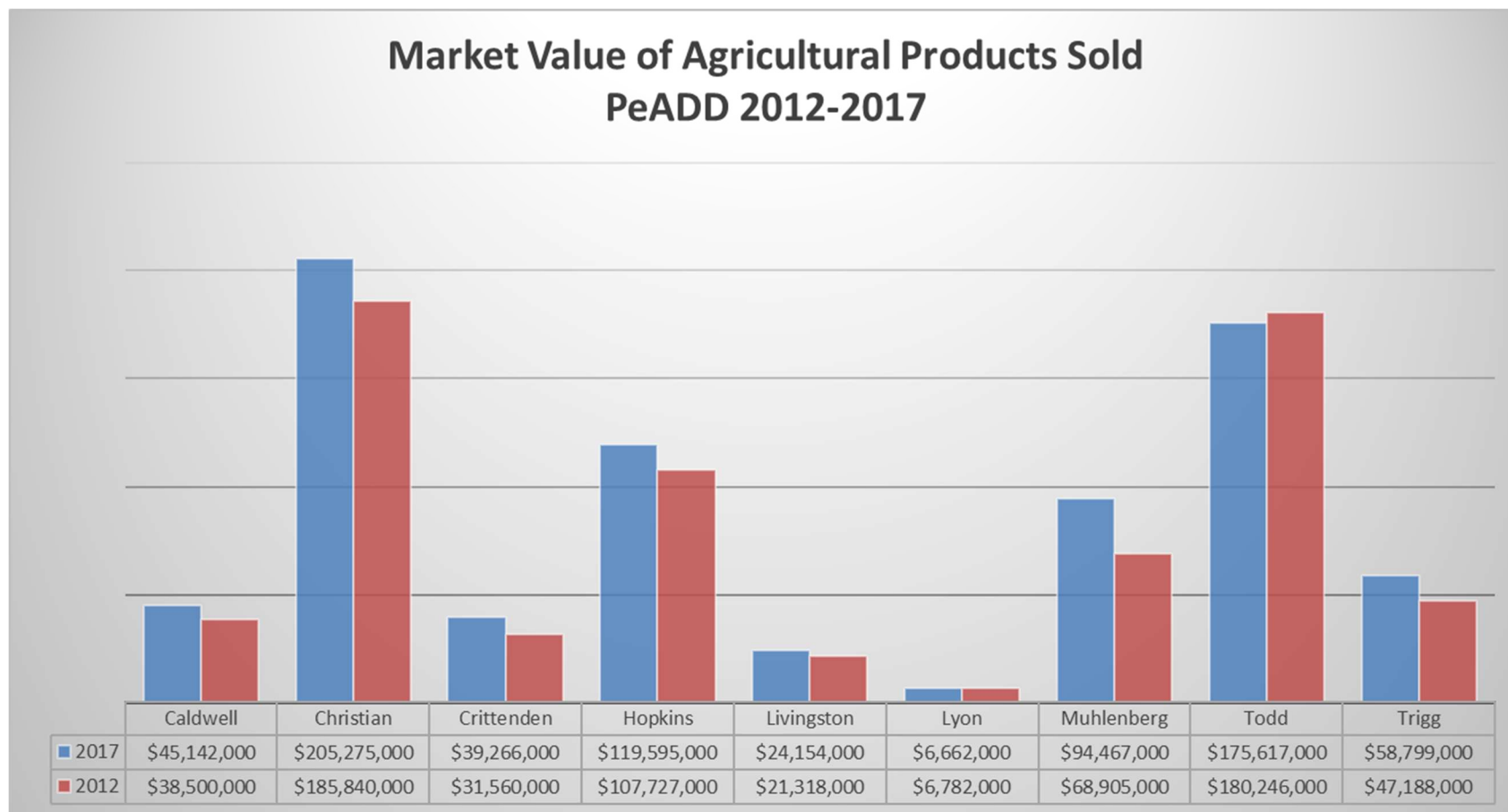
The most recent Agricultural Census information is from 2017. The Census in 2017 noted an increase in the market value of agricultural products sold in the Pennyriple region between 2012 and 2017. The total market value of all agricultural commodities in the Pennyriple region was \$768,977,000 in 2017 according to the Kentucky Department of Agricultural data. This was an increase of 11.7 percent from the \$688,066,000 total market value of all agricultural commodities sold in the Pennyriple in 2012.

Pennyriple ADD - Value of Sales by Commodity Group (\$1,000) (2017)

Commodity	Caldwell	Christian	Crittenden	Hopkins	Livingston	Lyon	Muhlenberg	Todd	Trigg
Grains, oilseeds, dry beans, and dry peas	\$36,182	\$128,067	\$25,383	\$36,373	\$14,437	\$3,523	\$21,406	\$64,384	\$32,028
Tobacco	\$3,040	\$31,069	-	\$789	-	\$1,200	\$5,220	\$13,109	\$9,927
Cotton and cottonseed	-	-	-	-	-	-	-	-	-
Vegetables, melons, potatoes, and sweet potatoes	(D)	\$2,575	\$292	\$67	\$9	(D)	\$14	\$2,194	\$787
Fruits, tree nuts, and berries	(D)	\$268	\$64	\$19	\$11	(D)	(D)	\$161	\$64
Nursery, greenhouse, floriculture, and sod	\$247	\$2,651	\$294	\$475	-	(D)	\$300	\$2,214	\$290
Cut Christmas trees and short rotation woody crops	-	-	-	-	-	-	-	-	-
Other crops and hay	\$677	\$1,914	\$1,387	\$1,261	\$948	\$538	\$1,670	\$892	\$781
Poultry and eggs	\$10	\$13,775	(D)	\$67,545	(D)	(D)	\$46,676	\$65,780	\$126
Cattle and calves	\$2,772	\$13,746	\$4,096	(D)	\$5,553	\$1,293	(D)	\$9,772	\$12,321
Milk and other dairy products from cows	(D)	\$10,154	\$23	-	-	-	(D)	\$9,522	\$2,045
Hogs and pigs	\$6	(D)	(D)	(D)	(D)	(D)	(D)	\$6,649	\$162
Sheep, goats, and their products	\$30	\$158	\$637	\$91	\$37	\$16	\$75	\$100	\$36
Horses, ponies, mules, burros, and donkeys	(D)	\$764	(D)	\$114	(D)	(D)	\$207	\$785	\$123
Aquaculture	-	(D)	-	\$84	-	-	-	(D)	-
Other animals and other animal products	\$2	\$57	\$18	\$4	\$16	-	\$11	(D)	\$110
Total Products	\$45,142	\$205,275	\$39,266	\$119,595	\$24,154	\$6,662	\$94,467	\$175,617	\$58,799

As shown in theTable above, Pennyriple ADD – Value of Sales by Commodity Group 2017, grain crops were the largest selling agricultural commodity in all nine (9) counties in the region. Christian County had the largest gran sales with \$129,007,000 in 2017. Todd County had the second highest amount of grain sale with \$64,334,000 in 2017.

As indicated in the Table below, Pennyriple ADD - Market Value of Agricultural Products Sold (2012–2017), in the PADD counties, Christian County sold the most agricultural products in 2017 with \$205,275,000 worth of products. Todd County sold the second largest amount of agricultural products with \$175,617,000 in sales in 2017.



Military

The Fort Campbell Military Installation, established in 1942, is the nation's premier power projection platform. Strategically located on the Tennessee-Kentucky state line, the 106,700-acre installation possesses a unique capability to deploy mission-ready contingency forces by air, rail, highway and inland waterway. The installation has been the home of the 101st Airborne Division (Air Assault), the only Air Assault division in the world, since 1956. Two prestigious Special Operations Command units, the 5th Special Forces Group (Airborne) and the 160th Special Operations Aviation Regiment (Airborne), have also been at Fort Campbell since the mid-1980s. In 2009, the 52nd Ordnance Group (EOD) relocated to Fort Campbell (from Fort Gilliam, GA) as part of 2005 Base Realignment and Closure (BRAC) stationing actions. has been is a major component to the regional economy in terms of not only dollars spent on housing, food, and other commodities but also in work force development. The military installation is a major employer in the region. As of the 4th quarter of fiscal year 2021, the installation supported 27,057 active military, 51,480 family members, 6,340 Civilians, and 1,583 Contract Employees. In total, Fort Campbell supports over 250,532 persons. More than half (66%) of assigned Soldiers and their families reside off post in either Christian County or Trigg County in Kentucky or in Montgomery or Stewart County in Tennessee. In Christian County 9% of students are military dependents. The military installation is a major employer in the region but it also supports the expansion of the regional workforce with those transitioning out of the military and into the local workforce.

Environment & Community

Quality of Life

The Pennyryle Region is home to a number of unique elements that support and elevate the quality of life in the region. When considering the elements that determine or influence quality of life, the primary factors include the environment, employment, education, recreation and leisure time, culture, safety, and security.

Environment/Climate

Mean annual temperature is 59° F in the southwest. The temperature of the region varies with the seasons significantly. The Summer season brings sunny, warm, and humid days. The average daily high temperature for July can be expected to be near 90° F in the west with some variation. High temperatures may exceed 90° F during short periods of time during the Summer months and average of 40 or more days. Temperatures occasionally exceed 100° F during the months of July and August. Winters are not often brutally cold. January average daily high temperatures are expected to be around 45° F. Temperatures can periodically dip below 0° F. Spring and fall are generally mild seasons, however the weather can change drastically during these periods. The average length of the frost-free period is approximately 210 days. The rate of precipitation is well distributed throughout the year with thunderstorms contributing to much of the summer rainfall. The majority of the snowfall typically occurs between December and March. The region gets fewer than 5" per season but larger events occur periodically. Even with the larger periodic events, the snow rarely persists for more than a week at a time.

Air Quality

The Federal Clean Air Act of 1970, including amendments in 1990, has helped improve the quality of air in Kentucky. The Clean Air Act specifies controls for six pollutants: ozone, nitrogen oxide, carbon monoxide, sulfur dioxide, particulate, and lead. The Kentucky Division for Air Quality operates a network of 118 instruments, including 18 meteorological stations, located at 32 sites across 25 counties. There are monitoring stations in Hopkinsville, in Christian County and in Smithland in Livingston County. The information gathered at these stations is used to track yearly average concentrations of air pollutants in Kentucky and identify any trends that may present. There are numerous sources of air pollution in the Pennyryle Area Development District region. These sources include industrial emissions, automobile exhaust, open burning, grading/clearing of land, and construction/demolition. Pollution controls on industrial sources and automobiles have signaled a decline in the average air concentrations

of pollutants. The concentrations of these pollutants have declined steadily in recent decades. Christian County was designated a non-attainment area for the 8-hour ozone levels in 2004/2005, however the designation was overturned in Federal Register Doc. 05-18960 which was filed September 21, 2005. The non-attainment status was re-designated as attainment on February 24, 2006.

Culture

The region is home to a variety of unique cultural and heritage resources. The city of Guthrie is recognized as a participating city in the Kentucky Main Street Program. The program is designed to protect Kentucky's central business districts which contain the many architecturally and historically significant buildings in the downtown areas. The Jefferson Davis Monument State Historic Site is located in Christian County in the Fairview community. There are also several designated points throughout the region that were stops along the Trail of Tears. The site in Hopkinsville is the final resting place of Chiefs White Path and Fly Smith, one of the few verified gravesites on the Trail. The City of Hopkinsville sponsors an International Festival annually to celebrate the cultural diversity in the county.

Crime

Crime rates directly influence quality of life and are a major consideration when families and businesses are deciding where they want to locate. Generally speaking the crime rate in the Pennyryle region is lower than the state and national averages. The Table below provides additional information about current statistics on violent and property crimes in the PeADD.

		Violent Crime				Property Crime			
	Total	Murder	Rape	Robbery	Assault	Burglary	Larceny	Auto Theft	Arson
PeADD	5,765	33	203	52	2,134	685	2,297	349	12
Caldwell	327	1	4	4	121	52	127	18	0
Christian	2,845	13	76	29	848	289	1,423	159	8
Crittenden	131	1	9	0	44	28	41	8	0
Hopkins	1,041	4	41	11	460	128	332	62	3
Livingston	154	2	4	1	71	36	28	12	0
Lyon	195	1	7	0	101	23	55	8	0
Muhlenberg	472	3	16	4	199	54	136	59	1
Todd	262	3	36	1	121	29	63	9	0
Trigg	338	5	10	2	169	46	92	14	0

A review of the statistics contained within the 2018 CEDS update indicates an overall reduction in crime region wide. There appeared to be slight increases sporadically in violent crimes since the 2018 update and a consistent decrease in property crimes in the region since the 2018 CEDS update.

Taxes

County Taxes in the PeADD

Taxing Jurisdiction	Real Estate*	Tangibles	Motor Vehicles
Kentucky	\$0.1220	\$0.4500	\$0.4500
Caldwell	\$0.2520	\$0.2978	\$0.2320
Christian	\$0.2820	\$0.2508	\$0.1600
Crittenden	\$0.2360	\$0.2576	\$0.2290
Hopkins	\$0.2101	\$0.2527	\$0.1565
Livingston	\$0.2156	\$0.2665	\$0.1541
Lyon	\$0.3100	\$0.3754	\$0.2780
Muhlenberg	\$0.3040	\$0.3654	\$0.1912
Todd	\$0.2530	\$0.3046	\$0.1994
Trigg	\$0.3290	\$0.3917	\$0.3230

City Taxes

Taxing Jurisdiction	Real Estate	Finished Goods & Tangibles	Motor Vehicles	Occupational License Tax
Caldwell				
Princeton	\$0.17	\$0.17	\$0.12	1.50% (Salaries/Wages and Net Profits/Receipts)
Christian				
Crofton	\$0.25	\$0.32	\$0.30	No Tax
Hopkinsville	\$0.24	\$0.24	\$0.25	1.95% (Salaries/Wages) and 1.50% (\$250 minimum on net profits)
Oak Grove	\$0.24	\$0.08	\$0.08	1.50% (Salaries/Wages) and Net Profits/Receipts - \$100 min; wholesale: .06%; retail: 15%; prof: .38%
Pembroke	\$0.22	\$0.07	\$0.41	No Tax
Crittenden				
Marion	\$0.22	\$0.28	\$0.23	0.75% (Salaries/Wages and Net Profits/Receipts)
Hopkins				
Dawson Springs	\$0.34	\$0.53	\$0.19	1.5% < \$50,000 1% \$50,000-\$500,000 .5% > \$500,000
Madisonville	\$0.12	\$0.17	\$0.15	1.5% (Salaries/Wages and Net Profits/Receipts)
Livingston				
Grand Rivers	\$0.31	\$0.59	\$0.26	No Tax
Smithland	\$0.35	\$0.33	\$0.40	No Tax
Lyon				
Eddyville	\$0.32	\$0.29	\$0.20	1.50% (Salaries/Wages)
Kuttawa	\$0.18	\$0.33	\$0.22	No Tax
Muhlenberg				
Central City	\$0.27	\$0.39	\$0.21	No Tax
Drakesboro	\$0.25	\$0.36	\$0.31	No Tax
Greenville	\$0.33	\$0.22	\$0.19	No Tax
Powderly	\$0.21	\$0.32	\$0.08	No Tax
Todd				
Elkton	\$0.25	\$0.17	\$0.30	2.00% (Salaries/Wages) and .125% (gross receipts)
Guthrie	\$0.40	\$0.69	\$0.45	2.00% (Salaries/Wages) and .0015% (gross receipts)
Trenton	\$0.40	\$0.50	\$0.35	No Tax
Trigg				
Cadiz	\$0.25	\$0.22	\$0.26	1.50% (Salaries/Wages) Wholesale 0.5% Retail 1% Professional 3%

Education

The Pennyryle region has a diverse mix of educational facilities. There are primarily private daycares and pre-schools throughout the region. There are public, private, and parochial schools in the region that provide education covering grades Pre-K 3 through the twelfth grade. Following graduation there is access to continuing education in the form of community college, technical school, or traditional 4-year university in Christian and Hopkins counties. There are also opportunities for higher education that are well within driving distance for the remaining PeADD counties. Graduate degree programs are available from Austin Peay University in Clarksville, Tennessee, and Murray State University in Murray, Kentucky and Western Kentucky University in Bowling Green, Kentucky as well as several online graduate degrees available.

Transportation Systems

The Pennyryle Area features several key transportation corridors directly supporting regional economic development and interstate commerce. The existing key transportation corridors provide the Pennyryle region with unique connectivity ideal for interstate and international commerce, making the region a prime location for a future commercial and industrial sitings. The key transportation corridors include I-69, I-169, I-24, USWHY 68/80, USHWY 41, USHWY 41A, USHWY 431, and USHWY 231.

Interstate 69 or "I-69" is a compilation of sections of roadway as interstate by either conversion or re-designation. I-69's original route began in Port Huron, Michigan at the Canadian border and ended in Indianapolis, Indiana. As the expansion of I-69 began, the route was nicknamed the NAFTA Superhighway because it would help trade with Canada and Mexico spurred by the North American Free Trade Agreement (NAFTA).

Interstate 169 or "I-169" is the approximately 34 mile road previously designated as the Edward T Breathitt Parkway in Christian County. The road connects I-69 to I-24 in Christian County, Kentucky.

Interstate 24 or "I-24" is an east/west interstate that connects I-57 and I-75. I-24 runs through Kentucky beginning in Paducah, Kentucky and exiting to Tennessee in Southern Christian County. I-24 is a key transportation corridor leading into the Nashville core south of the Pennyryle Region.

US Route 68/KY Route 80 is a major connecting corridor to I-24, and I-69 in the Pennyryle Region. While it functions as a commerce corridor, U.S. Route 68 is designated as a "Scenic Highway" throughout Kentucky and as such supports tourism in the region in addition to interstate and international commerce. The route passes several Civil War battle sites. The Jefferson Davis State Historic Site is along the highway about 9 miles (14 km) east of Hopkinsville at the small town of Fairview.

U.S. Route 41, U.S. Highway 41 (US 41), is a major north-south United States Highway that runs from Miami, Florida, to the Upper Peninsula of Michigan, entering Kentucky at the Indiana border and existing into Tennessee at Guthrie in Todd County. US Route 41-A branches off from the existing route in Hopkinsville and travels south through Oak Grove, Kentucky and provides access to I-24 for the Fort Campbell Military Installation.

U.S. Route 431 (US 431) is a spur of U.S. Route 31 that serves as a major north/south corridor through the Pennyryle Region. It travels through Drakesboro and Central City in Muhlenberg County and provides connectivity to I-69 in Muhlenberg County. US Route 431 provides access to the Nashville core south of the Pennyryle Region.

U.S. Route 641 (US 641) is a U.S. Route runs north from Tennessee and intersects with US 60 in Marion, Kentucky. It is considered a spur route of U.S. Route 41, although it no longer has connectivity to US Route 41. The route provides access to both I-24, I-40, and I-69.

Section 3

This section provides an outline of ...

Assessment of Regional Population

- Strengths
- Weaknesses
- Opportunities for Growth and Diversification
- Threats to Regional Economic Growth

Section 3

Assessment of Regional Position

This section provides an assessment of the state of the regional economy. It will outline in brief the strengths, weaknesses, opportunities that may support growth and diversification, and the characteristics that threaten the potential for growth.

Strengths

- **Young Workforce:** The median age of the Pennyriple is 37 years old. By county, Lyon has the highest median age at 48 and Christian County has the lowest median age at 28. The families living and working in the Pennyriple region currently are ideal for expanding the economic infrastructure in the region.
- **Strong Workforce Strategy:** The West Kentucky Workforce Board (WKWB) serves the seventeen counties of the Pennyriple/Purchase in providing policy development and coordination for workforce development in support of economic development for the region. The WKWB serves as a liaison between employers in the business, industry, and public sector and individuals in order to make workforce needs known. The WKWB also promotes and provides tactics to motivate individuals to continue their education and improve their work skills. The mission of the WKWB is to provide an integrated system of quality employment information and training services to businesses and individuals through staffing/technology utilizing accessible service sites. This group works closely with the elected officials and economic development groups to promote the region's availability of qualified workers by matching efforts and activities with economic development goals. The South Western Kentucky Economic Development Council covers the counties of Christian, Todd, and Trigg and is certified by the Kentucky Work Ready Program which is the most comprehensive, innovative Work Ready Program in the United States.
- **Vital Transportation Corridors:** The Pennyriple Area features several key transportation corridors directly supporting regional economic development and interstate commerce. The existing key transportation corridors provide the Pennyriple region with unique connectivity ideal for interstate and international commerce, making the region a prime location for a future commercial and industrial sitings. The key transportation corridors discussed in detail earlier in the document include I-69, I-169, I-24, USWHY 68/80, USHWY 41, USHWY 41A, USHWY 431, and USHWY 231.
- **Evolving Industrial Sectors:** In recent months the Commonwealth has made large strides in positioning Kentucky to be a leading force in the development of Electric Vehicles. Within the PeADD, in August of 2022 Governor Andy Beshear announced continued growth of electric vehicle-related manufacturing in the commonwealth, as Ascend Elements Inc., a producer of advanced, sustainable battery materials made from recycled lithium-ion batteries, will invest \$310 million and create 250 full-time jobs in Christian County. The Governor noted this is the single largest economic development project in the county's history.
- **Low Cost of Living:** The cost of living in the Pennyriple region is relatively low. A lower cost of living results in more expendable income being injected back into the local economy in other ways. It also provides stability for the residents as they are able to budget, save, and plan. The region on average exhibits 16% lower than the national average on the overall cost of living, 4% less than the national average on goods and services, and 46% less than the national average on housing.
- **Robust Quality of Life Features:** The PeADD region is home to numerous state parks, recreational areas, sports complexes, festivals, events, and tourist destinations as well as being within an hour drive of many major metropolitan areas and a day's drive from many vacation and holiday destinations. All of these contribute to the quality of life for the region.

- **Reliable Utility Infrastructure:** Access to reliable utilities is imperative to keeping businesses operating. The Pennyriple region has a network of utility providers that can provide new businesses access to water, electricity, natural gas, sewer, phones and internet (fiber optic). The Pennyriple region is part of the (TVA) Tennessee Valley Authority which is the largest power provider in the United States.
- **Location:** The western border of the Pennyriple region is located on the eastern US Inland Waterway System very near to the middle point along the system. The access to this waterway provides a tremendous opportunity for bulk transport operations. When compared to rail and across the road modes of transport for commodities, barge transportation along the waterway system provides transport at a much lower expense. primarily ships bulk material at a fraction of the price of other shipping options. The Mississippi River alone carries 60% of U.S grain shipments, 22% of oil and gas shipments, and 20% of all coal shipments. As previously mentioned, in addition to being located adjacent to adjacent to the inland waterway system, the region is also transverse by several key transportation corridors. The region is located within roughly an hour drive to several metropolitan areas and within a days drive to several popular vacation destinations.
- **Established Institutions of Higher Learning:** Education beyond high school is critical to the growth of the industrial and commercial sectors alike. The region is home to not only several locations belonging to the Kentucky Community and Technical College System with locations in Madisonville and Hopkinsville but the region is also home to the Murray State Satellite Campus in Hopkinsville and Satellite offices of Austin Peay University and Murray State University located at the military installation.
- **Active Economic Development and Industry Agencies:** The region is fortunate to have two (2) multi-county economic development agencies that are constantly working to bring new economic development to the area and support and help the existing businesses expand.
- **Locally Driven Incentive Programs for Businesses:** The Downtown Renaissance Program administered by CDS offers a 50/50 Matching Grant Incentive Program, the "Let's Paint Downtown Hoptown" Program, the Collateralized Loan Incentive Program, and the Preservation in Lieu of Taxes (PILOT) Incentive Program. These programs are focused on revitalization in a focused area in the Central Business District of the City of Hopkinsville. The City of Hopkinsville and the Christian County Fiscal Court often offer incentives to bring new economic investment to the community as well. In recent years there have been discussions concerning the creation of business incubators within areas of the City that are targeted for small business expansion, however those programs are still in the early planning stages.
- **Locally Driven Incentive Programs for Housing:** The Community Development Division of Community and Development Services in Hopkinsville in Christian County has developed and administers several housing incentive programs for developers that include incentives for Multi-Family New Construction, Single Family New Construction, and Rental Rehabilitation. The City of Hopkinsville recently adopted the Hopkinsville Housing Incentive Program under Municipal Order 17-2017 which offers an 80% rebate of property taxes over a 20-year period for pre-approved new housing developments in the City.

Weaknesses

- **Military Deployments:** Being the home to one of the United States Army's most important permanent military installations has an overall positive impact on the regional economy. Each month 400-600 soldiers leave the installation in search of long-term employment outside of the military. However, the region is impacted by the periodic deployments as Fort Campbell units have been among the most deployed combat units in the Army since 2002. These deployments have a significant impact on the regional economy, sometimes for years at a time.
- **Potential for Installation Changes:** As with any region that is home to a military installation, there is always the possibility that military goals and priorities will change and result in the downsizing of the installation or altogether closure. The City of Hopkinsville has taken steps to reduce the likelihood of major installation changes through establishing long lasting relationships with the installation through Inter-Governmental Services Agreements that are mutually beneficial to both parties. Agreements of this type are aimed to

reduce costs for the installation and further intertwine the interdependency of the military on the City and vice versa.

- **Economic Conditions Post COVID-19:** Many economic forecasts indicate that economic weakness will intensify and spread more broadly throughout the US economy in the second half of 2022, and expects a recession to begin before the end of the year. This outlook is associated with persistent inflation due to supply chain issues that resulted from the Pandemic. Higher inflation is anticipated in 2022 and 2023 than was experienced in July of 2021. Prices are increasing more rapidly across many sectors of the economy than was anticipated. Both short- and long-term interest rates over the coming decade are anticipated to be higher, on average.
- **Changes in State and Federal Regulations:** State and federal regulations have a tremendous influence on whether or not a company can or will locate in a particular area, expand their operations, or close and leave an area altogether which can have a significant impact on the regional economy. Local leaders and economic development specialists should be cognizant of any changes to state and federal regulations.
- **Lack of Adequate Financial Support for Start Up Businesses:** This strategy has previously described the diversity of the Pennyryle region and the local efforts to revitalize downtown commercial space that are underway. Many small businesses fail within the first year due to the significant expense to establish the business. One of the key components to attracting and keeping small businesses thriving in a community is to mitigate some of the strains on a start up business. This may be achieved through tax incentives, small business incubators, or low interest loans. With the economic forecast anticipating increases in interest rates and a host of other types of costs that would be incurred by a small business just starting up, small businesses are likely to fail without some kind of assistance.
- **Homelessness:** Every year, Kentucky Housing Corporation (KHC) conducts the K-Count to monitor the homeless situation in Kentucky which is referred to as the K-Count (Point-In-Time). The 2022 K-Count was conducted in February of 2022 and the results have not yet been released as of the drafting of this Strategy. Reportedly, homelessness is increasing state wide due to the inflation of costs as well as the increasing cost of housing. The lack of funding to assist communities in serving and addressing homelessness is a major constraint to communities experiencing these surges in homelessness.
- **Few Locally Driven Incentive Programs for Businesses:** Aside from the programs previously discussed in the Strengths section, there are few locally driven incentives for the expansion of businesses in the region. If economic growth is desired, incentivizing small business development or offering other assistance to startup businesses.
- **Few Locally Driven Incentive Programs for Housing:** Potential new businesses and employers looking at locating in a community are going to be examining the existing housing stock of the areas in which they may locate. Based on information collected during the strategy planning process, many counties and cities in the region are struggling with an aging housing stock. Incentive programs may help to spur residential development and draw potential new employers to the area.
- **Funding Cuts for the Land Between the Lakes Recreational Area:** As previously described in the strategy, the 171,000-acre Land Between the Lakes Recreational Area is not only a massive tourism draw to the region annually but it is also a major quality of life contributor that influences people to move their businesses and drawn people to the area. In the fiscal year of 2015, the budget was \$2.5 million, the 2020 fiscal year budget was \$1.8 million, the budget for the 2021 fiscal year was cut to \$77,000 and the U.S. Forest Service plans to cut the budget to zero dollars. As of September 8, 2022, Sen. Mitch McConnell (R-KY) and Rep. James Comer (R-Tompkinsville) are seeking passage of legislation to better fund the popular Land Between the Lakes Recreation Area (LBL) in western Kentucky and Tennessee. Sen. Mitch McConnell (R-KY) and Rep. James Comer (R-Tompkinsville) introduced this legislation in April. It was approved by a Senate committee in July 2022 sending it the full Senate for consideration. A vote has not been scheduled as of September 8, 2022.

- **Potential for Climate Change and the Impact on Regional Agriculture:** Climate change can have a significant impact on economic growth in the agricultural sector but the implementation of new laws and initiatives aimed at addressing climate change can have a significant impact on the industrial and commercial sectors. Therein lies the dilemma around climate change. Economists typically support a gradual implementation of laws and initiatives aimed at slowing climate change while environmentalists prefer a more direct and rapid approach. Local leaders and economic development groups must be diligent in maintaining a balance between the two.

Opportunities for Growth and Diversification

- **Electronic Vehicles and the Proliferation of EV Technology:** In addition to the potential siting of Ascend Elements in Hopkinsville in the coming months, Governor Beshear recently announced that the Commonwealth has received federal approval to develop a nearly \$70 million electric vehicle charging network. While these improvements will be focused in the first phase on the major transportation corridors around the Louisville area, there will be an opportunity in later phases to expand the charging network to secondary transportation corridors. The Pennyriple region, as has been previously discussed, is transverse by a network of significant transportation corridors travelling in all directions. There is a very distinct possibility that the region will prime for these sitings in later phases.
- **Education of Workforce:** The region is home to a very diverse network of community colleges, technical colleges, and universities. In order to effectively propel the region forward economically, the workforce must be educated and motivated. Opportunities for growth in the area of education will rely on the organization and coordination of economic development leaders, educators, and funding sources.
- **Growth of Industry Based on Existing Strengths:** While it may seem obvious, it's important to note that economic development in the industrial sector should be focused on and built existing strengths. Development that focuses on and encourages the grouping or clustering of businesses and industries that serve to complement each other is a way to reduce production costs, transportation costs, employee training costs, etc.
- **Incentive Programming for New Businesses and/or New Housing Development:** Local governments have a tremendous opportunity to directly support the creation of new businesses by offering local incentives to business owners who locate their businesses to a community. This could be done by offering local tax incentives, business incubator space, reduced utility costs, providing free internet access, providing counselling services for startup businesses. Similar programs can be offered for new housing development by offering tax incentives, on the job training programs for construction workers, reduced permit fees, reduced utility connection fees, etc.
- **Focus on Quality of Life Improvements:** Quality of life elements such as parks, open spaces, greenways, festivals, available recycling programs, quality schools, churches, social clubs, etc. are nearly as important to a community's economic development as the ability to provide land, utilities, and services to a potential business. Companies who are considering a move to the city, county, or region will be examining the potential for the longevity of the company within the region. Their employees must be able to imbed themselves in the area and have access to the elements that improve their quality of life.
- **Broadband Internet:** As previously described in this strategy, through partnerships with Pennyriple Rural Electric/Hopkinsville Electric Service, Kenergy, Fastnet Wireless, and other internet service providers, high speed fiber broadband service is being deployed to thousands of rural Pennyriple homes. Broadband expansion projects are currently underway in Caldwell, Christian, Hopkins, Lyon, Muhlenberg, Todd and Trigg Counties.

Threats to Regional Economic Growth

- **Major Changes to Fort Campbell Military Installation:** Major shrinkage to the Fort Campbell Military Installation in the form of wide scale deployments or removal of units to other installations are a threat to the regional economic growth as those populations are a key component of the regional work force and regional consumers.
- **National Economic Downturn:** As has been discussed in other sections, the economic forecasts note concerns with the current rate of inflation. The Federal Reserve is increasing interest rates to slow the inflation. A major economic downturn is possible and would be a significant threat to the region.
- **Natural Hazards/Disasters:** Naturally existing hazard and natural disasters are also a threat to the Pennyrlie Region. The region is susceptible to flood, earthquakes, tornadoes, subsidence, snow/ice storms, drought, subzero temperatures. The region is currently undergoing an update to the Hazard Mitigation Plan which is the plan that outlines and directs the approach to hazards for the region.
- **Continued Reduction of Funding for Land Between the Lakes:** The Land Between the Lakes Recreational Area is a massive tourist draw for the Pennyrlie region. In recent years the funding for this area has been incrementally reduced to zero. Senator Mitch McConnell and Representative James Comer are seeking passage of legislation to better fund the popular Land Between the Lakes Recreation Area (LBL) which stretches from western Kentucky into the state of Tennessee. Senator McConnell and Representative Comer introduced this legislation in April of 2022. It was approved by a Senate committee in July of 2022 sending it the full Senate for consideration. A vote has not been scheduled as of September 8, 2022. If this legislation were to fail, it could be detrimental to the economic health of the region.
- **Continued Economic Repercussions from Pandemic:** While it seems as though day to day life is returning to a level pre-Pandemic normalcy, there are continued economic repercussions that are observable in the region. Businesses, primarily in the service industry, continue to struggle with finding adequate staff to operate their businesses. Supply chain issues continue to plague nearly every type of manufacturing including home construction. In addition, inflation is continuing to influence purchasing habits in every aspect of the economy. It is anticipated and projected that these strains on the economic health of the region will slowly continue to improve provided that it continues to improve nationally. Large scale natural disasters, economic downturns, or national security events could substantially slow or halt progress in this area of the economy.
- **Lack of Improvement to the Regional Housing Stock:** Housing is one of the key elements that companies will examine when they choose to locate to an area. Safe, clean, decent, affordable housing is critical to support economic growth. Aging housing stock has been noted by leaders in nearly each of the Pennyrlie region counties as a growing issue and threat to the economic future of the county. Factors that can impact the ability for developers to invest in new or rehabilitated housing in a region could include availability of land to develop, land cost, material cost, subdivision regulations, zoning requirements, and the availability/affordability of construction materials and contractors. Community leaders must examine the development process to ensure that there are not existing impediments to housing development and where there are identified impediments, they should take action to mitigate those impediments.

Section 4

This section provides an outline of ...

Visioning, Actions, and Implementation

- Housing
- Workforce
- Transportation
- Quality of Life

Opportunity Zones

Section 4

Visioning, Actions, and Implementation

Housing

- **Promote diversified housing development throughout the Pennyryle region**
 - **Coordinate housing development based on market conditions, state of exiting housing stock, and projected trends.**
 - Work with local leaders and advocate groups to attempt to address homelessness in the region.
 - Conduct housing market studies to determine current state of housing stock.
 - Establish programs aimed to address the state of the current housing stock.
 - Create or expand affordable housing programs.
 - Encourage incentive-based programs to encourage development.
 - Encourage local development policies aimed at attracting residential developers.

Workforce

- **Promote education and workforce development throughout the Pennyryle Region**
 - **Coordinate development of education and training programs to promote economic growth.**
 - Continue to facilitate the expansion of broadband wireless region wide to support education.
 - Continue to provide services through the West Kentucky Workforce Board's Career Center activities.
 - Review current delivery systems and assess where additional programming is warranted to reach underserved populations.
 - Continue to explore methods of attracting/retaining an educated workforce to the region.

Transportation

- **Promote investment in regional transportation infrastructure**
 - **Coordinate development of comprehensive transportation programs to support economic growth**
 - Continue to support existing transit programs and encourage expansion where feasible.
 - Continue to work with state, regional, and local transportation supervisors and engineers to improve safety and connectivity of the region's transportation infrastructure.
 - Leverage and promote investment in rail development to foster growth in local targeted industries.

Quality of Life

- **Promote regional initiatives that encourage development and support of quality of life features.**
 - **Encourage development policy that include elements which improve quality of life**
 - Encourage local investment in downtown business districts in the form of locally funded incentives.

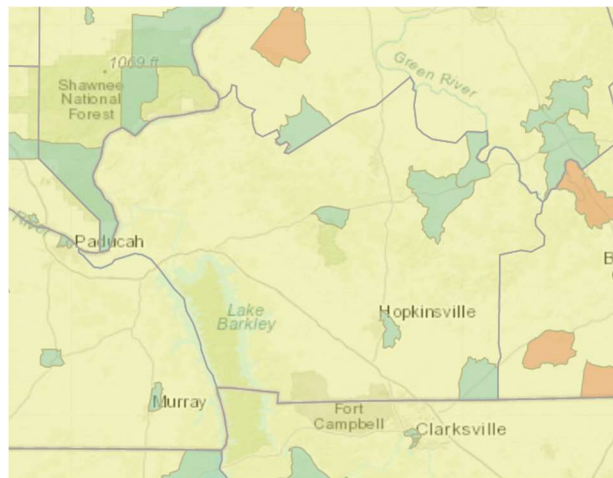
- Continue to work with local leaders to secure funding for the Land Between the Lakes Recreational Area.
- Continue to promote planning throughout the region through Comprehensive Plans and provide periodic updates.
- Continue planning efforts to expand multi-use trail systems throughout the region.
- Encourage local incentives that attract and support the establishment of affordable quality daycare facilities for families.

Opportunity Zones

Opportunity Zones in the PeADD

The Pennyrile Region at the time of the drafting of this document was home to a total of five (5) identified opportunity zones located in four (4) Pennyrile region counties. A listing of those opportunity Zones is provided below:

County	Census Tract	Unemployment Rate	Poverty Rate	Per Capita Income
Christian	2003.00	26%	52.5%	\$14,230.00
Hopkins	9711.00	9.4%	19%	\$19,114.00
Muhlenberg	9602.00	Not Available	Not Available	Not Available
Muhlenberg	9604.00	6.2%	21.8%	\$22,807.00
Todd	9503.00	10.5%	32.8%	\$23,099.00



<https://www.statsamerica.org/opportunity/map.aspx>

Partnerships and Collaborations

- The South Western Kentucky Economic Development Council is a three (3) county partner organization that provides services to Christian, Todd, and Trigg counties.
- The Lake Barkley Partnership for Economic Development is currently a four (4) county partner organization that serves Caldwell, Crittenden, Livingston, and Lyon counties.
- The Muhlenberg Alliance for Progress (MAP) is a non-profit organization with the mission of improving Muhlenberg County's economy through the attraction and retention of quality jobs and investment.
- The Madisonville-Hopkins County Economic Development Corporation serves as the catalyst for sustained economic growth and development in Hopkins County.

- In addition to the SWK in Christian County, there is the Christian County/Hopkinsville Development Corporation and the Long-Range Planning and Coordination Committee that are heavily involved in the planning and implementation of community and economic development projects.

Investment Ready Opportunity Zones

The opportunity zones of the PeADD are investment-ready areas of the region. Based on information taken from the Kentucky Cabinet for Economic Development website (ky.oz.org) there are three (3) developments identified on the website that are seeking outside investment for the developments. These three (3) investment opportunities include a hemp processing plant located in Christian County, a coal refinery in Muhlenberg County that specializes in carbon based soil amendment products for commercial agriculture, and a distillery in Muhlenberg County. These are relatively new markets in the region with little competition in the region and as such they are in a prime position for investment. The relatively young workforce of the region combined with the established network of education and training opportunities in the region only serve to further entice investment in the regional economy.

In addition, there has been large scale development in the opportunity zone located in Todd County. Novelis, the leading producer of flat-rolled aluminum products and the world's largest recycler of aluminum, completed a 400,000-square-foot facility on a 150-acre greenfield site in 2021. Novelis announced plans in 2022 to invest \$365 million to build a recycling center next to its automotive finishing plant. The facility is anticipated to reduce its carbon emissions by more than 1 million tons annually while also allowing growth in closed-loop-recycling programs with North American automotive customers. Recently, Governor Beshear announced a \$30 million infrastructure investment to provide natural gas to the Novelis complex.

In addition to the added benefit that location in an Opportunity Zone can bring to a potential development, the young work force, the strong network of economic development advocacy agencies, location, existing transportation corridors, reliable and expanding utility infrastructure all serve to further drive investment in the region.

Section 5

This section provides an outline of ...

Evaluation

Section 5

Evaluation

A Truly Comprehensive Approach to Planning

The Pennyrile Area Development District acknowledges the interwoven nature of each planning document drafted in the region. In order to truly have a comprehensive approach to planning for the entire region, regional leaders and planners must be committed to incorporating the findings of the existing plans and where possible combining processes and efforts into new documents. Many of these processes operate on a 5-year cycle and an effort to get these plans rotating on a similar cycle will eliminate the duplication of efforts in research, encourage participation, and provide a more comprehensive analysis.

Evaluation of the CEDS

Evaluation of the CEDS is key to the performance of the strategy over the 5-year cycle. It will be a part of the ongoing economic development planning for the region. The Pennyrile Area Development District will annually review the economic activities that were accomplished each year as compared to the projected goals and objectives of the CEDS. The PeADD Staff will communicate with area economic development leaders to update the area's Plan. To accomplish this task, the PeADD will establish standards for plan review that will identify annual changes in the socio-economic climate of the District. Secondly, the PeADD will determine weaknesses or obstacles that are hindering economic growth and stability.

Annually the Advisory Committee will review updated information on the regional economy; human resources; infrastructure; transportation; natural resources; and justice. The Committee, with PeADD's assistance, will evaluate updated information gathered and establish the agenda for the public meetings.

Residents from across the Pennyrile will be invited to participate in public forum meetings to set goals and objectives for future plans and programs. These meetings will be conducted on an annual basis and the information obtained will become a part of the updated CEDS.

Section 6

This section provides an outline of ...

Priority Projects, Programs, and Activities

-Transportation

-Other Strategic Projects in the
Pennyrile Area Development District

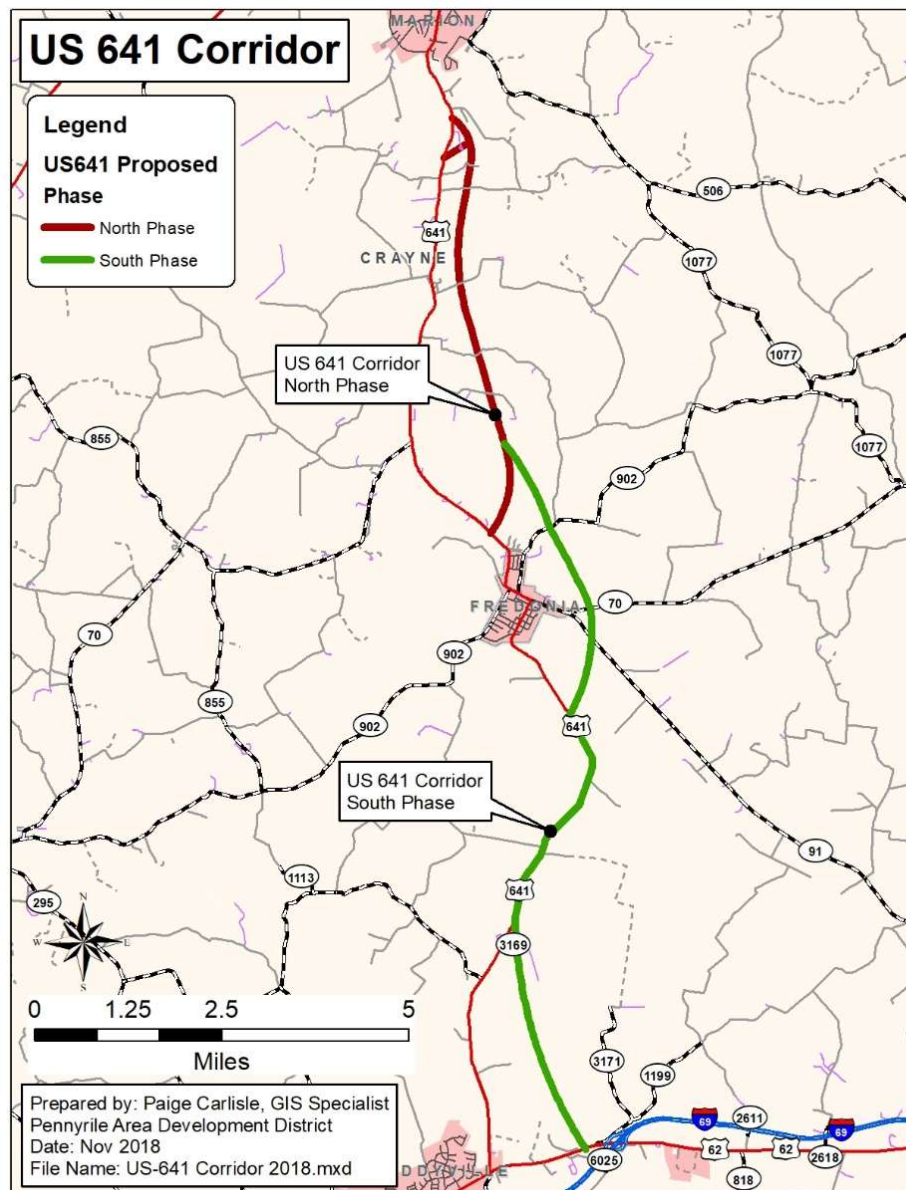
Section 6

Priority Projects, Programs, and Activities

Transportation

Complete the New US 641 route to Crittenden County

The proposed new/relocated US 641 highway, when completed, will provide Crittenden County with a direct link to I-69. The road will attract new investment into the City of Marion. This route is being developed in two (2) sections. The northern section of the new US 641 route has been completed but the southern section has not begun. The southern section of US 641 starts on US 62 just off the US 62/I-69 intersection and ties into the northern section just east of The City of Fredonia. The total project, including both sections, is estimated to cost \$109 million.

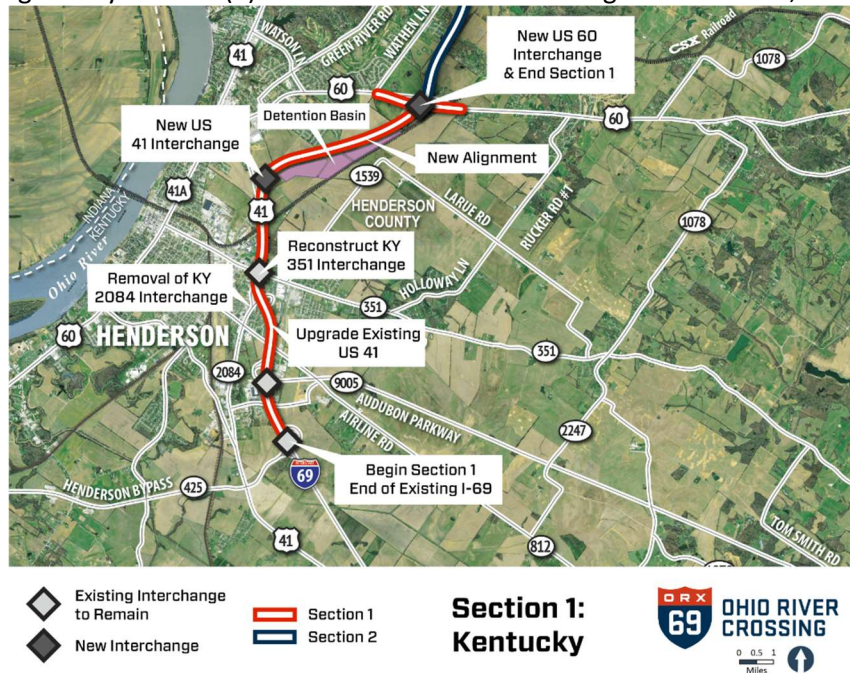


I-69 in Kentucky

As listed in the 2022 Legislative Priorities for the Pennyrile Area Development District, the Completion of I-69 in Kentucky including the Ohio River Crossing in Henderson, although not located in the Pennyrile region, is one of the key transportation projects in the region. The I-69 Over the River Crossing (ORX) is a bi-state project between Indiana and Kentucky and includes three (3) total sections:

Section 1

Kentucky is extending I-69 by over six (6) miles and includes interchanges with KY 351, US 41 and at US 60;



Section 2

This section includes the new four-lane river crossing. Construction is expected to begin in 2027 and be complete by 2031.



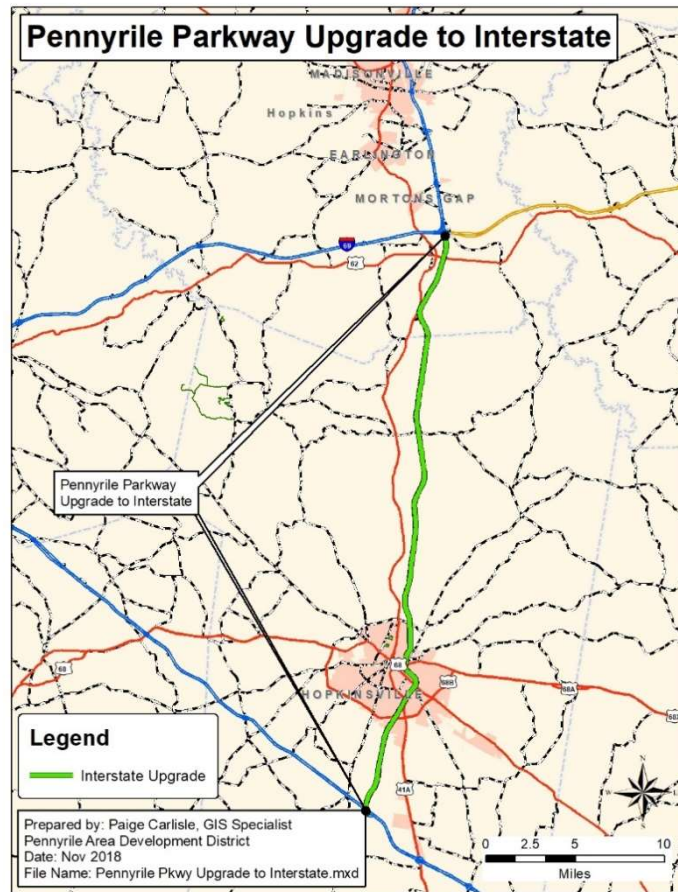
Section 3

This section includes the approach roadways and bridges in Indiana, including a new interchange at I-69 and Veterans Memorial Parkway. The design-build project is expected to let in 2023 with construction expected to begin in 2024 and be complete in 2027.



The Upgrading of the Edward T. Breathitt “Pennyrile” Parkway to an Interstate from I-24 to I-69/WK Interchange.

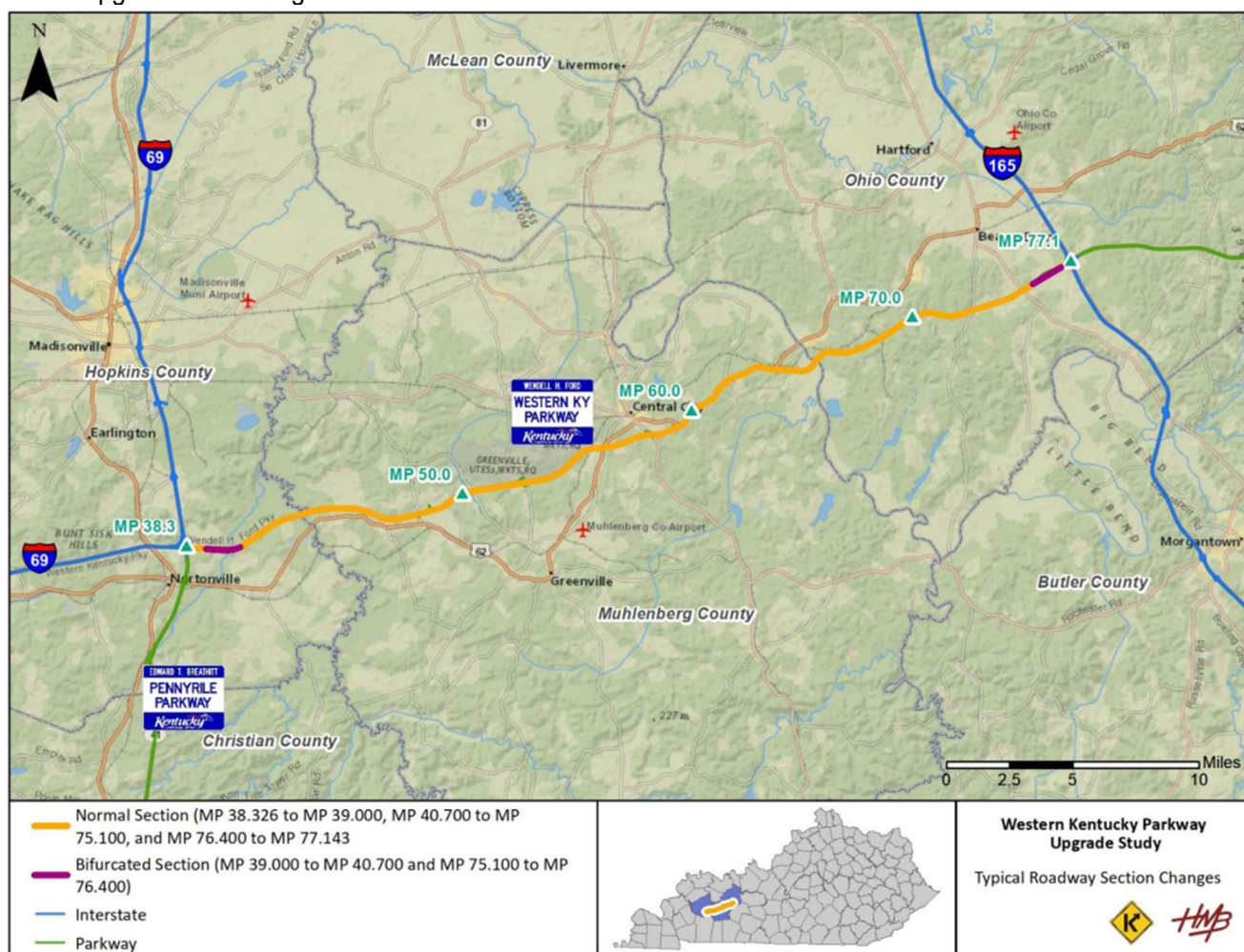
The Kentucky Transportation Cabinet (KYTC) initiated an interstate deficiencies study to identify and evaluate potential improvement options to upgrade the Edward T. Breathitt Pennyrile Parkway to interstate standards for inclusion into the interstate system. This section of the Parkway goes from I-24 in Christian County approximately 34 miles north to the intersection of I-69/Western Kentucky Parkway in Hopkins County. The Parkway, a fully controlled access facility, would provide interstate connectivity to I-69 in the north and I-24 in the south. A key part of the process to upgrade this route to interstate standards is an agreement must be reached between Commonwealth of Kentucky and the Federal Highway Administration (FHWA) concerning what improvements must be completed, if any, to key sections of the Parkway system that do not meet interstate standards before Parkways can be upgraded and designated as an interstate.



Twenty-seven miles of the Parkway was constructed as a 70-miles-per-hour (MPH) rural, rolling terrain facility in the 1960s. The remaining southern seven (7) miles of the Parkway from I-24 north into Hopkinsville was constructed in 2011 as a rural arterial. The Parkway needs additional safety improvement. These safety issues involve vertical and lateral bridge clearances, shoulder widths, interchange spacings, and other improvements. Currently, there are no commitments from KYTC to fund the needed safety improvements. Also, the Federal Highway Administration (FHWA) has not made any commitments to KYTC as to exactly which safety improvements must be fixed and which could obtain a waiver.

The Upgrading of the Western Kentucky Parkway to an Interstate from the I-69/WK Interchange in Hopkins County to the I-165 Interchange in Ohio County.

The Kentucky Transportation Cabinet (KYTC) initiated an interstate deficiencies study to identify and evaluate potential improvement options to upgrade the Western Kentucky Parkway to interstate standards for inclusion into the national interstate system. This section of the Breathitt Parkway goes from I-69 in Hopkins County approximately 38 miles east to the intersection of I-169 in Ohio County. The Western Kentucky Parkway is a fully controlled access facility, and the proposed upgrade would provide interstate connectivity to I-69 in the west to I-169 in the east. A key part of the process to upgrade this route to interstate standards is that an agreement must be reached between Commonwealth of Kentucky and the Federal Highway Administration (FHWA) concerning what improvements must be completed to key sections of the Parkway system which does not meet interstate standards before Parkways can be upgraded and designated as an interstate.



Other Strategic Projects in the Pennyryle Area Development District

Caldwell

- Princeton/Caldwell County water and sewer improvements
- Infrastructure improvements for business, industry, and housing development
- Enhance broadband availability in rural areas
- Entrepreneurial infrastructure development
- Outdoor/Recreational infrastructure development

Christian

I-24 Mega Site Utilities
Upgrade KY 1453 for access to the I-24 mega site
Utility Improvements to existing industrial parks
Road Infrastructure improvements to and in existing industrial parks
Hopkinsville Water Treatment Plant upgrade
Upgrade Sewer Plant for Oak Grove
Infrastructure improvements to support development in southern Christian County
Construction of the Christian County Industrial Connector and KY 115 widening project.

Crittenden

Infrastructure improvements to Industrial Park North

Hopkins

Infrastructure Improvements to new Hopkins County North Industrial Park Property along Pennyriple Parkway
Infrastructure development to serve as north/south connector road between Center St. and Island Ford Road on the west side of Pennyriple Parkway in Madisonville
Flood mitigation at Commercial Development (Martin Mall) in Madisonville
Rail Spur development for Madisonville Industrial Park
Sewer infrastructure improvements between Madisonville and Hanson
Development of Regional Sports Complex

Livingston

Infrastructure improvements to Industrial property along I-24
Development of River industry
Infrastructure improvements for the City of Smithland

Muhlenberg

Infrastructure improvements for Industrial Parks
Greenville/Central City/Drakesboro Sewer Improvements
Develop Riverports along the Green River
Construct Rail Spur for Associated Pallet and Northern Central City Industrial Park

Todd

Infrastructure/utilities to industrial site along 68-80 east of Elkton
Infrastructure improvements to Trenton Water and Waste Water systems
Guthrie Gas System Improvements/Expansion
Elkton Infrastructure Development along US 68-80
Infrastructure/utility improvements to industrial site along US 79
Upgrade US 79 from TN Line to Russellville
Rail spur for industrial development in southern Todd County
Infrastructure improvements to Elkton Water and Wastewater systems
Infrastructure improvements to Guthrie Water and Wastewater systems

Lyon

Eddyville Riverport Rail Spur and other infrastructure improvements
Eddyville/Kuttawa/Lyon County Water and Sewer Improvements
Infrastructure Improvements to support Fishing/Tourism related Industry

Trigg

Water/Sewer improvements including I-24 area
Infrastructure improvements to Industrial Park #3
Water/Sewer improvements on east side of I-24

Region Wide Goals

Infrastructure improvements for business, industry, and housing development
Entrepreneurial infrastructure development
Outdoor/Recreational infrastructure development
Enhancing the region's educational and workforce development resources
Align training resources with target industry needs
Creation of a region-wide entrepreneurship initiative that puts into place networks and assets that will foster the
creation of new homegrown companies
Improving the region's business climate for its target industries and for business in general
Develop and promote initiatives supporting value-added agriculture related businesses
Construct adequate broadband infrastructure for all nine (9) counties

Section 7

This section provides an outline of ...

Resiliency

- Planning for Resilience
- Information Sharing
- Pre-Disaster Recovery Planning
- Measuring Resiliency

Section 7

Resiliency

Planning for Resilience

Resilience is the measure of how well all the systems of a community such as businesses, people, institutions, and systems react, adapt, and endure external occurrences over the course of time. When the word resilience is used, almost immediately it brings visions of flood, tornado, and earthquake to the mind. While these are all types of events that are considered when planning for resilience there are also other forces at work that if left unaddressed can also have disastrous effects. These may include the closing of a major employer in the community, a major failure in an element of the community's infrastructure, or severe blight in an area of the City that results in sprawl to another area. Community and regional planning including the CEDS, Land Use Planning, Consolidated Planning for CDBG Entitlement Communities, Hazard Mitigation Planning, and smaller scale plans such as a street scape or downtown revitalization plan must all be incorporated and contain elements of resilience. There must also be made a consideration for equity when planning for resilience as not every citizen can or will to react and adapt in the same way.

A resilient community will take steps in the planning processes to define tools that will help in identifying the potential for economic challenges and deficiencies. Reasonably, not every specific scenario can be planned for but a community can plan for generalized occurrences that have either happened in the past or have happened nearby. Communities can learn from each other through a regional approach to planning. The Pennyrile region has a network of economic development organizations, educational institutions, and dedicated leaders that work tirelessly toward expansion of their economies through marketing, policy planning, education programming, other mechanisms.

It's important for a community to develop early warning tools that can be utilized to identify disruptions that may impact the community's ability to react and adapt. Early warning tools that are available to the Pennyrile region for natural disasters include nationally available tools such as Risk Map. Kentucky's Division of Water (KDOW) integrated its flood modeling results from its implementation of FEMA's Risk Mapping, Assessment, and Planning (RiskMAP) initiative into FEMA's Hazus software that is commonly used for commonwealth and regional planning. Early warning tools utilized may include much of the information included in this strategy as it relates to demographics, educational trends, and employment trends. Housing market studies are also a valuable tool to determine the state of a community's housing stock. National economic development trends such as the national supply chain issues created by the COVID-19 pandemic are tools that leaders can use to predict when and how the shortages will impact the region. In an effort to improve the early identification of economic shifts, the PeADD will work to establish regular meetings of an effective, collaborative network of economic professionals throughout the region to address current and shifting economic needs. Part of the charge and responsibility of the group is to effectively monitor and address the changing needs of the regional and local economy and develop current "real time" strategies to address the needs of economic adaptation and diversification. The coordinated effort can also be an effective method of networking and collaboration with other local, state and national economic development organizations.

The Pennyrile region must establish an expanded network of mechanisms for flexibility to support the economic conditions. Currently the Intergovernmental Service Agreements that the City of Hopkinsville has with Fort Campbell is an important partnership that helps reduce the likelihood of Fort Campbell being subjected to large scale downsizing or closure. While these partnerships do reduce the likelihood of closure, it still leaves the region susceptible to the impacts of large scale deployments like was seen following September 11, 2001. The region has

also been successful in diversifying its industrial base. The expansions of the late 1980s and early 1990s were primarily focused on the automotive industry. Since that time there have been notable expansions in agricultural driven markets such as the Ethanol Plant, Siemer Milling, and Krusteaz in Hopkinsville. Recent announcements in Todd and Christian Counties have noted expansions in closed loop systems for electric vehicle batteries and aluminum recycling. Education and Workforce programs also strive to provide diversified training courses that prepare the student for the work force with skills that can be utilized in a variety of ways. Local leaders must continue to strive toward diversification in their industrial and business sectors in an effort to insulate themselves from major market changes.

Promoting a positive vision is key to the resilience of a community. All communities have their growing pains and areas for improvement but it is key to focus on the characteristics of a community that make it resilient. The promotion of this positive vision is achieved through the community leadership the dissemination of a unified message to not only residents but businesses that want to locate in the community. In the Pennyriple region, the local economic development councils such as the Lake Barkley Partnership and the South Western Kentucky Economic Development Council along with local Chambers of Commerce market their communities throughout a wide variety of organizations focusing on the strengths of their communities to draw in new development and investment. Their websites provide a wealth of information about the communities they represent as it relates to demographics, special designations, awards the communities have received, available sites for development, and a variety of available sites in different stages of development, and key partnerships. Work Ready Community designations throughout the Pennyriple are an effective marketing tool used to convey the message that the community has a robust workforce development effort aligned to their economic development needs. A total of four (4) Pennyriple counties are currently designated as Work Ready Communities with four (4) more in the process of obtaining the designation.

Information Sharing

Information sharing is vital to the resilience of a community to adapt in a number of situations. Collaboration of stakeholders is absolutely critical to the planning processes as well as the execution of implementation strategies. No single response entity whether it be police, fire, emergency management, planning professionals, political leaders has all of the relevant information they will need to respond to a crisis. By nature of the organization of communities, the separation of duties, and different areas of expertise, it is impossible to be the expert in every topic. The PeADD office provides a wide variety of regional services to the 9 county region including mapping services, grant writing services, and program administration services. The PeADD actively shares its mapping information, planning services, and programmatic knowledge to others in the region. The PeADD works with local PVAs, City Clerks, County Clerks, local utilities, planning commissions, economic development organizations, industry leaders, small business groups, emergency management personnel, and advocacy groups to further to goals of the CEDS and other planning efforts throughout the region.

Pre-Disaster Recovery Planning

Kentucky is an Enhanced State as designated by FEMA. This means that the Commonwealth has adopted an enhanced state mitigation plan which documents a philosophy to the mitigation of hazards both natural and manmade that will result in long-term risk reduction. This designation recognizes the Commonwealth's coordinated work to reduce losses from natural hazards, protect life, and property, and create more resilient communities. The scope of mitigation plans of an enhanced state surpass the minimum requirements as established by FEMA. The Commonwealth has established a plan that employs a holistic approach to hazard mitigation programs which incorporate regional stakeholders across Kentucky. Kentucky has 15 Area Development Districts that actively participate in the Hazard Mitigation planning process on the state and regional levels. Each ADD is responsible for

the drafting, adoption, and maintenance of their Hazard Mitigation Plans. The structure of the ADDs provide an opportunity to a truly comprehensive approach to regional planning and resiliency. The ADDs are in many cases plans the entity for all plans related to economic development, housing, and land-use. The ADDs also provide services through contracts with Kentucky's Department for Local Government (DLG) through the Joint Funding Administration (JFA). It is through this joint funding agreement that the ADDs are responsible for the development of the Comprehensive Economic Development Strategy (CEDS). In addition the ADDs provide services such as mapping of new business locations that identify emergency services resources and points of vulnerability; mapping of manufacturing industries within a region; and managing Kentucky Transportation Cabinet (KYTC) mapping projects. These additional data collection and maintenance activities allow the ADD to be a key part of mitigation planning and resiliency efforts throughout the region.

Resiliency is a trait that is gained in many ways through experience. Following the flood of 1997, the City of Hopkinsville conducted a series of studies with the goal of better managing and planning for flood events within the City. The studies ultimately resulted in the creation of the Hopkinsville Surface and Stormwater Utility. The Utility is responsible for the long-term planning for stormwater, floodplain, and water quality for the City. Since its creation in 2005, the utility has made great strides towards improving the resiliency of the City of Hopkinsville and surrounding communities through its efforts to purchase flood prone properties, created regional basins for the management of stormwater, monitored the Little River to ensure positive flow, monitored the watershed lakes to create storage for storm events, and managed the City's MS4 program. While only active within the City of Hopkinsville, the Utility model is an initiative that could easily be replicated elsewhere in the region or state.

The regional resiliency has been challenged recently during the tornado outbreak in late December 2021 and early January 2022. On the evening of Friday, December 10, 2021, a violent storm system moved across the central United States resulted in widespread severe weather across the region. The storm resulted in a long track tornado that moved across the Purchase Area into the Pennyryle Area. Published storm surveys indicated an EF-4 tornado moved through Hopkins County resulting widespread devastation to the county. Lesser intensity tornadoes were also documented in Christian and Todd County. Then in the mid-morning hours of New Years Day 2022, a small spin up tornado was observed in Downtown Hopkinsville in Christian County. A small EF-0 tornado was noted in Todd County. The result of these occurrences has been the formation of Long-Term Recovery Groups (LTRG) in each of the affected counties. The purpose of these groups is to collect victim information, organize resources, and assist with the long term recovery resulting from the disaster. The information that is collected over the course of the recovery efforts will be shared with mitigation team members and utilized for future planning.

Measuring Resiliency

The measure of resilience is the length of time that recovery takes once a triggering event occurs. There cannot be a "one size fits all" approach to resiliency as no two triggering events are the same and as such the reaction, the ability to adapt, and recover are not the same. This makes the question of the method of measurement difficult to answer. For example, resilience in a natural disaster may involve the ability to re-establish utility services such as water, gas, electric, and internet services to get businesses open and get people back to work. Closure of major employer in a region or community may require resiliency in a more social realm as it relates to getting people the services they need to recover from the event. In some cases, it may be a that a naturally occurring event such as the Dawson Springs tornado results in the permanent closure of a major community employer. The measurement

of resiliency comes not only in the amount of time a business is closed or how long it takes to re-build a house. From an economic perspective, the region may measure resiliency by information such as unemployment rates, tax information, and sales data obtained from employers.

The region will employ a coordinated effort to ensure that critical infrastructure is maintained and expanded by working with local leaders to obtain grant and loan funding to support the water and wastewater systems, expansion of broadband services, transportation systems, and support of city and county services such as police, fire, and public works. These efforts will be documented for the purposes of long term analysis.

The region will continue programming to address the social factors that contribute to resiliency such as workforce services, education, community services, transportation services, and housing services that have been described in this strategy. These existing services are a part of the region wide information sharing efforts that will aid in the measurement of resiliency.

Resiliency as it relates to the buildings and structures in a community includes the availability of properties in a variety of developed status, an existing stock of commercial properties available as move in ready, an existing supporting housing stock, land local policy that supports and encourages a standard for construction such as local building code and construction review.

As has been noted in the demographic overview of the region, there are concentrations of vulnerable populations in each county in the region. Measuring resiliency in the vulnerable populations throughout that region can be achieved by coordinating with local neighborhood associations, cultural groups, long term recovery groups to monitor and collect information about a variety of topics. The key to ensuring resilience in the vulnerable communities is to adapt programming to address and serve the needs of the community in an equitable manner.

Section 8

This section provides an outline of...

Community Snapshots

Maps

Resolution

Caldwell County

Demographics and Diversity



POPULATION

12,649

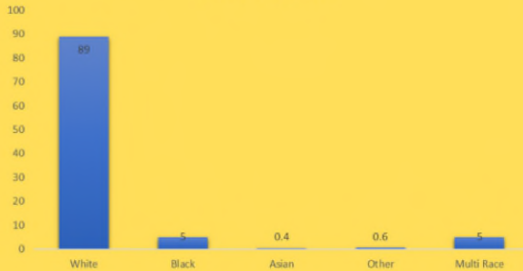
48.82% Male

51.18% Female

Median Age: 42

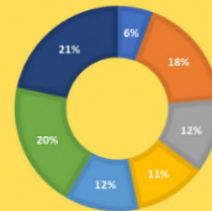


RACE DIVERSITY



AGE DIVERSITY

■ Under 5 ■ 5-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-64 ■ Over 65



Education

41.7%

**High School
Diploma**

7.4%

**Associate
Degree**



9.5%

**Bachelor
Degree**

7.3%

**Graduate
Degree**

AVERAGE ACT SCORE: 19.0

Economics

Average Household

Income

\$49,457



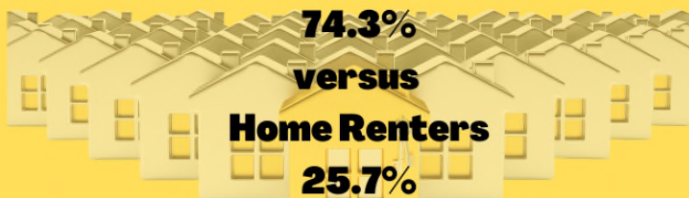
Home Owners

74.3%

versus

Home Renters

25.7%



**17.9% of the
population lives
in poverty**

Workforce

Unemployment Rate

6.2%

Top 4 Industries

1. Retail

**2. Administration/
Support Services**

3. Education

**4. Healthcare/Social
Services**

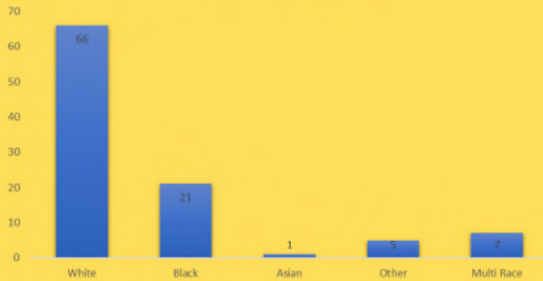


Christian County

Demographics and Diversity



RACE DIVERSITY



POPULATION

72,748

52.89% Male

47.11% Female

Median Age: 29



AGE DIVERSITY

Under 5 5-19 20-29 30-39 40-49 50-64 Over 65



29.9%

**High School
Diploma**

10.1%

**Associate
Degree**

Education



11.8%

**Bachelor
Degree**

6.9%

**Graduate
Degree**

AVERAGE ACT SCORE: 18.0

Economics

Average Household

Income

\$48,239



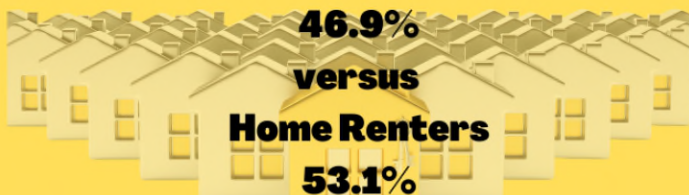
Home Owners

46.9%

versus

Home Renters

53.1%



**18.4% of the
population lives
in poverty**

Workforce

Unemployment Rate

7.7%

Top 4 Industries

1. Manufacturing

2. Public Administration

3. Retail

**4. Healthcare/Social
Services**

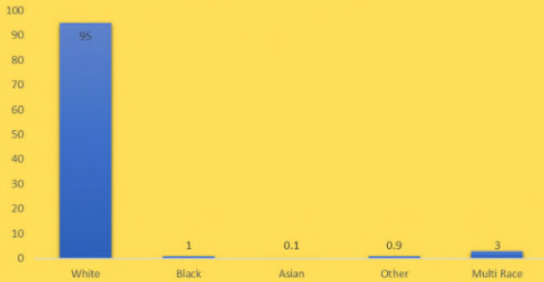


Crittenden County

Demographics and Diversity



RACE DIVERSITY



POPULATION

8,990

50.63% Male

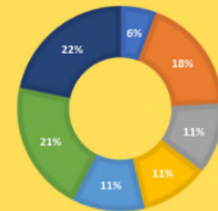
49.37% Female

Median Age: 42



AGE DIVERSITY

■ Under 5 ■ 5-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-64 ■ Over 65



45.5%

**High School
Diploma**

7.3%

**Associate
Degree**

Education



7.6%

**Bachelor
Degree**

6.0%

**Graduate
Degree**

AVERAGE ACT SCORE: 19.0

Economics

Average Household

Income

\$50,222



Home Owners

82.7%

versus

Home Renters

17.3%

**15.3% of the
population lives
in poverty**

Workforce

Unemployment Rate

2.9%

Top 4 Industries

**1. Healthcare/Social
Services**

2. Education

3. Manufacturing

4. Public Administration

Hopkins County

Demographics and Diversity



POPULATION

45,423

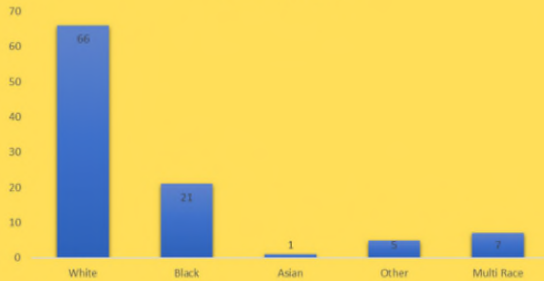
48.67% Male

51.33% Female

Median Age: 40

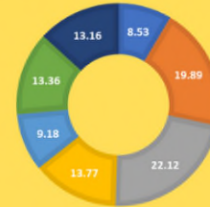


RACE DIVERSITY



AGE DIVERSITY

Under 5 5-19 20-29 30-39 40-49 50-64 Over 65



40.1%

**High School
Diploma**

10.2%

**Associate
Degree**

Education



8.8%

**Bachelor
Degree**

7.3%

**Graduate
Degree**

AVERAGE ACT SCORE: 20.0

Economics

Average Household

Income

\$51,334



Home Owners

68.1%

versus

Home Renters

31.9%

**19.7% of the
population lives
in poverty**

Workforce

Unemployment Rate

6.4%

Top 4 Industries

**1. Healthcare/Social
Services**

2. Retail

3. Education

**4. Accommodation/Food
Services**

Livingston County

Demographics and Diversity

POPULATION

8,888

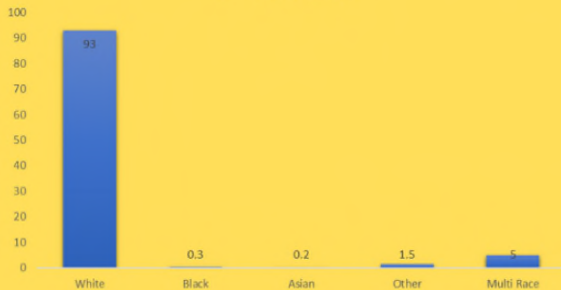
49.50% Male

50.50% Female

Median Age: 46

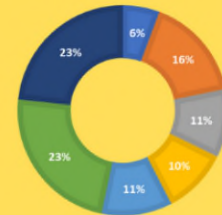


RACE DIVERSITY



AGE DIVERSITY

Under 5 5-19 20-29 30-39 40-49 50-64 Over 65



Education

41.0%

**High School
Diploma**

9.3%

**Associate
Degree**



8.9%

**Bachelor
Degree**

5.6%

**Graduate
Degree**

AVERAGE ACT SCORE: 19.0

Economics

Average Household

Income

\$53,824



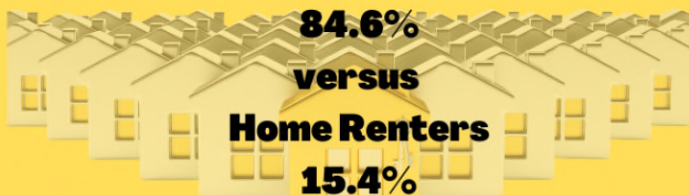
Home Owners

84.6%

versus

Home Renters

15.4%



**13.6% of the
population lives
in poverty**

Workforce

Unemployment Rate

5.8%

Top 4 Industries

**1. Healthcare/Social
Services**

2. Education

**3. Accommodation/Food
Services**

**4. Mineral, Oil, and Gas
Extraction**



Lyon County

Demographics and Diversity

POPULATION

8,680

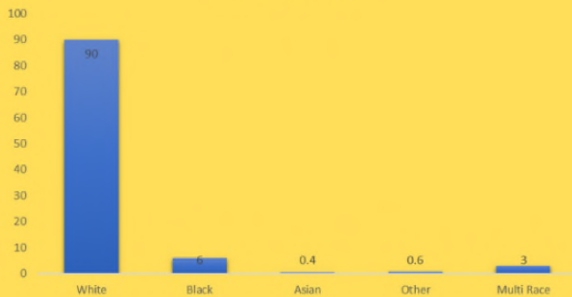
58.54% Male

41.46% Female

Median Age: 48

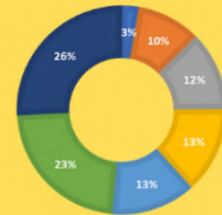


RACE DIVERSITY



AGE DIVERSITY

■ Under 5 ■ 5-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-64 ■ Over 65



Education

42.1%

**High School
Diploma**

10.4%

**Associate
Degree**



8.4%

**Bachelor
Degree**

7.1%

**Graduate
Degree**

AVERAGE ACT SCORE: 20.0

Economics

Average Household

Income

\$55,042



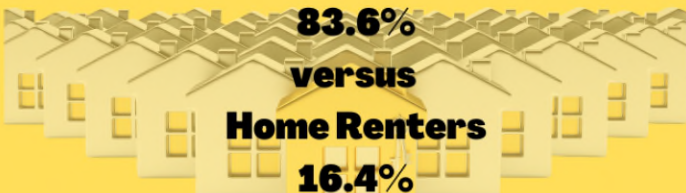
Home Owners

83.6%

versus

Home Renters

16.4%



**11.6% of the
population lives
in poverty**

Workforce

Unemployment Rate

3.2%

Top 4 Industries

1. Public Administration

2. Education

**3. Accommodation/Food
Services**

**4. Healthcare/Social
Services**

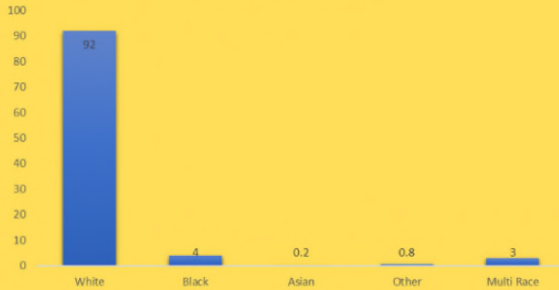


Muhlenberg County

Demographics and Diversity



RACE DIVERSITY



POPULATION

30,928

51.02% Male

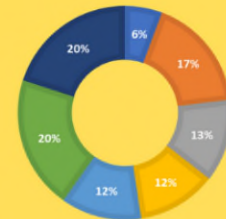
48.98% Female

Median Age: 41



AGE DIVERSITY

■ Under 5 ■ 5-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-64 ■ Over 65



41.6%

**High School
Diploma**

9.5%

**Associate
Degree**

Education



8.3%

**Bachelor
Degree**

4.8%

**Graduate
Degree**

AVERAGE ACT SCORE: 19.0

Economics

Average Household

Income

\$48,024



Home Owners

81.1%

versus

Home Renters

18.9%

**14.7% of the
population lives
in poverty**

Workforce

Unemployment Rate

3.2%

Top 4 Industries

1. Education

2. Retail

**3. Healthcare/Social
Services**

**4. Accommodation/Food
Services**

Todd County

Demographics and Diversity

POPULATION

12,243

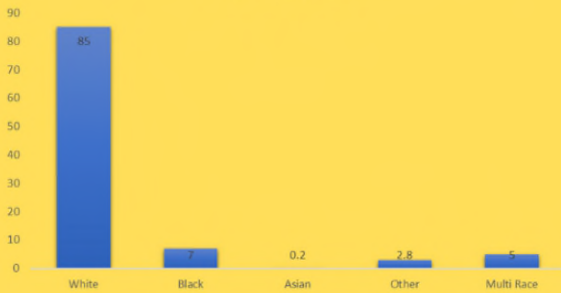
49.66% Male

50.34% Female

Median Age: 36

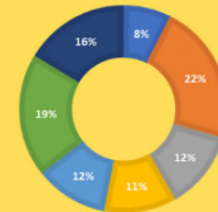


RACE DIVERSITY



AGE DIVERSITY

Under 5 5-19 20-29 30-39 40-49 50-64 Over 65



Education

40.1%

**High School
Diploma**

5.3%

**Associate
Degree**



8.7%

**Bachelor
Degree**

5.8%

**Graduate
Degree**

AVERAGE ACT SCORE: 18.0

Economics

Average Household

Income

\$49,415



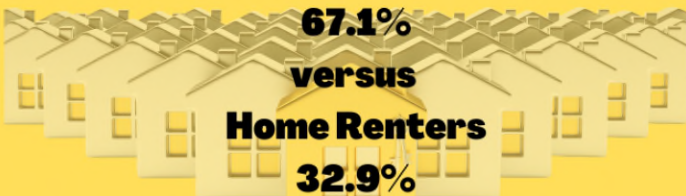
Home Owners

67.1%

versus

Home Renters

32.9%



**21.1% of the
population lives
in poverty**

Workforce

Unemployment Rate

5.6%

Top 4 Industries

1. Manufacturing

2. Retail

**3. Agriculture/Forestry/
Fishing/Hunting**

**4. Healthcare/Social
Services**

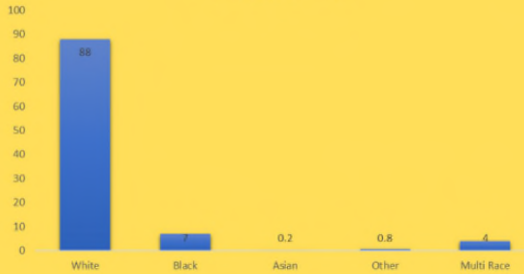


Trigg County

Demographics and Diversity



RACE DIVERSITY



POPULATION

14,061

49.74% Male

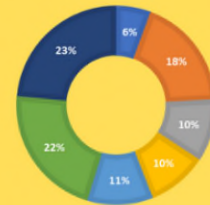
50.26% Female

Median Age: 45



AGE DIVERSITY

Under 5 5-19 20-29 30-39 40-49 50-64 Over 65



32.9%

**High School
Diploma**

13.2%

**Associate
Degree**

Education



11.9%

**Bachelor
Degree**

7.2%

**Graduate
Degree**

AVERAGE ACT SCORE: 19.0

Economics

Average Household

Income

\$55,538



Home Owners

79.0%

versus

Home Renters

21.0%

**14.8% of the
population lives
in poverty**

Workforce

Unemployment Rate

7.9%

Top 4 Industries

1. Education

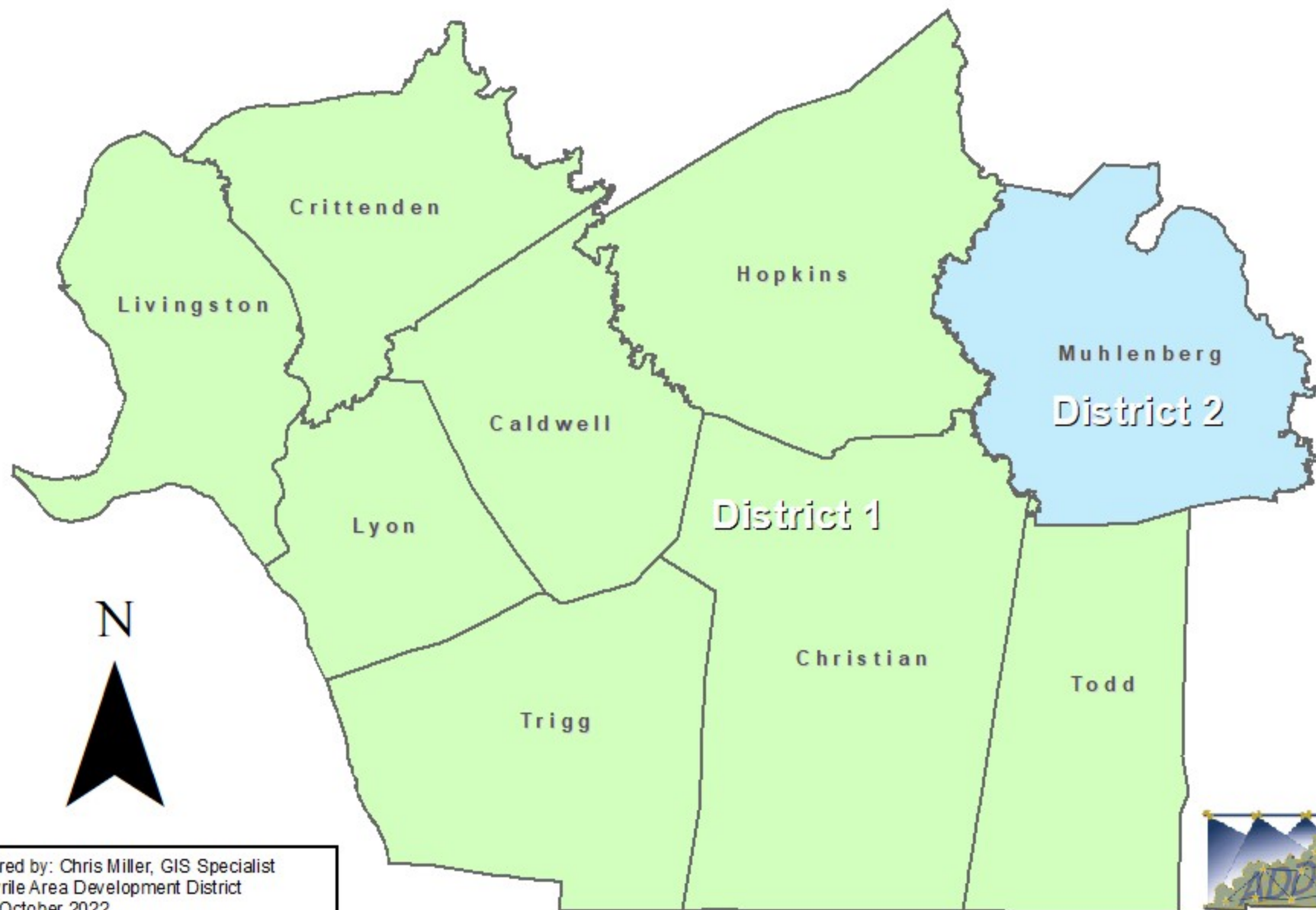
2. Public Administration

3. Retail

**4. Accommodation/Food
Services**

Maps

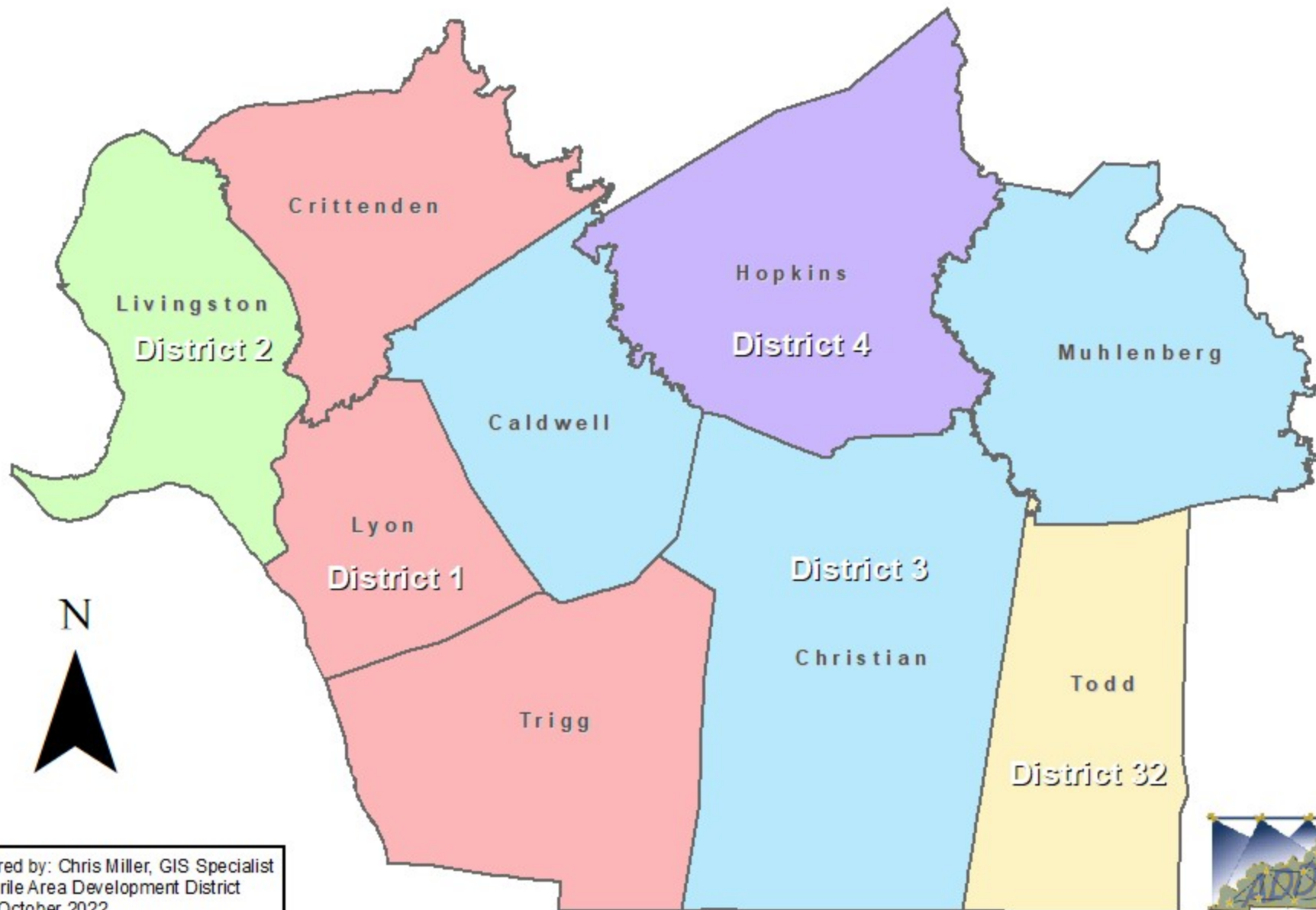
Pennyriple Area Development District Congressional Districts - 2022



Prepared by: Chris Miller, GIS Specialist
Pennyriple Area Development District
Date: October 2022
File: PADD - Congressional Districts 2022.mxd



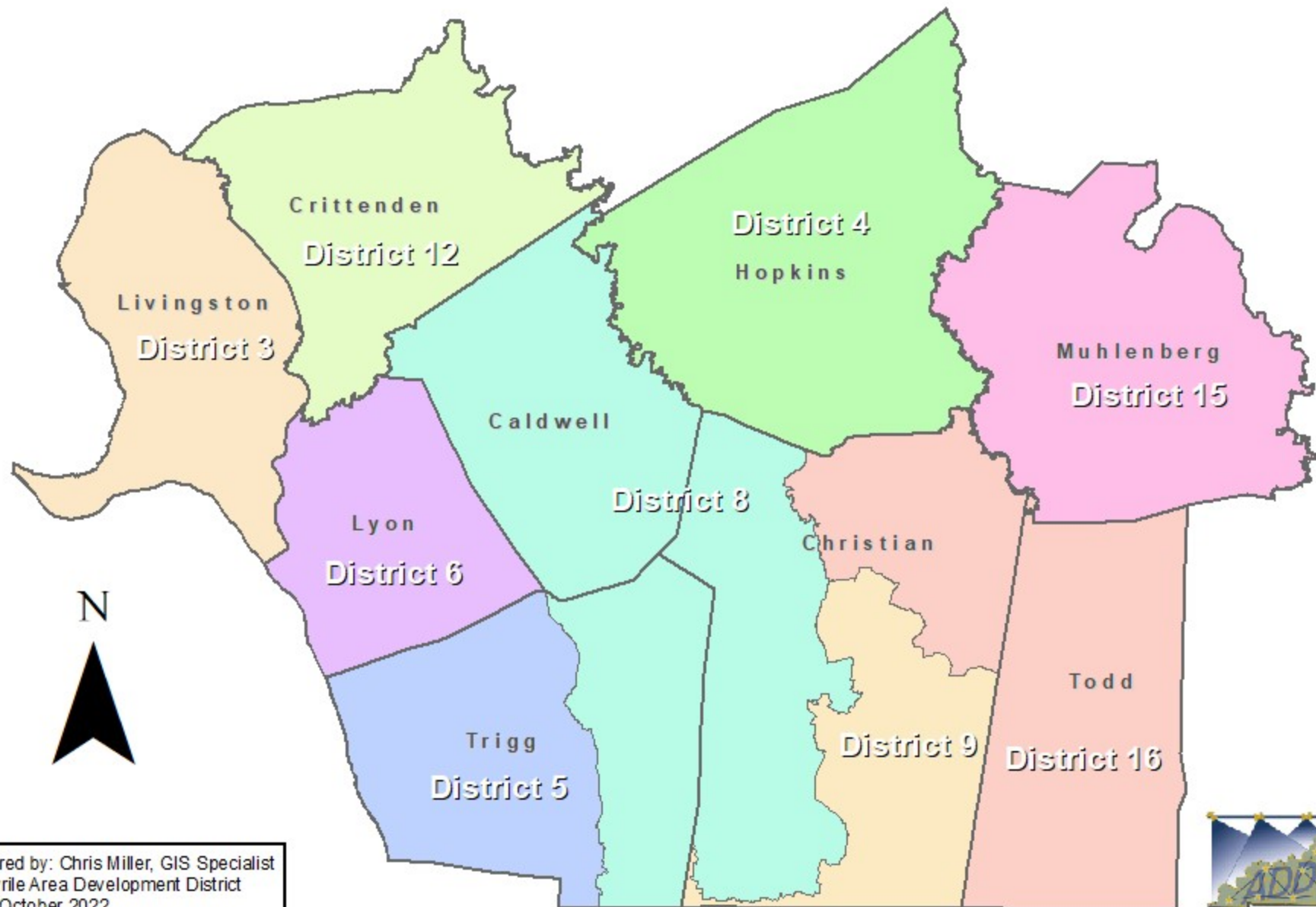
Pennyrile Area Development District Senate Districts - 2022



Prepared by: Chris Miller, GIS Specialist
Pennyrile Area Development District
Date: October 2022
File: PADD - Senate Districts 2022.mxd



Pennyriple Area Development District House Districts - 2022



Prepared by: Chris Miller, GIS Specialist
Pennyriple Area Development District
Date: October 2022
File: PADD - House Districts 2022.mxd



Resolution of Adoption

2022 Comprehensive Economic Development Strategy Update

Resolution 2022-01

WHEREAS, the Pennyryle Area Development District is one of fifteen Area Development Districts within the Commonwealth of Kentucky; and

WHEREAS, the Kentucky Area Development Districts, in coordination with the Kentucky Department for Local Government and the Economic Development Administration, previously engaged in a Commonwealth-wide community-based, strategic planning process known as **Comprehensive Economic Development Strategy (C.E.D.S.)**; and


WHEREAS, the CEDS is a continuous process enabling Kentuckians to strategically plan for themselves through consensus management of all resources; and

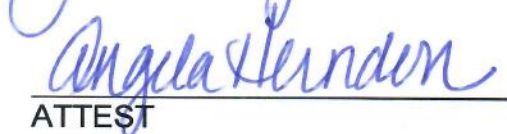
WHEREAS, the CEDS has been updated in accordance with standards set by the Economic Development Administration; and

WHEREAS, the Board of Directors recognizes this plan as the Pennyryle Area Development District's consensus for future growth and revitalization in the region.

NOW, THEREFORE, BE IT RESOLVED, that the Pennyryle Area Development District Board of Directors approve and adopt the Pennyryle Area Development District 2022 Update of the Comprehensive Economic Development Strategy document and will provide copies to the Economic Development Administration.

Adopted this 14th day of November, 2022


Chairman


ATTEST