

Bowling Green-Warren County Engaged Strategic Plan May 2016

What is it?

- A collaboratively defined effort to develop interdependency among the plans and efforts of as many private, civic, and governmental institutions as possible.
- A series of recommendations for the community to consider together
- Community wide economic development strategy that serves as a blueprint to guide and coordinate economic development efforts in Warren County over the next 3-5 years.

How was it formed?

- Representatives of 6 different sectors that drive the Bowling Green and Warren County economy: Construction; Manufacturing; Transportation, Distribution and Logistics; Healthcare, Hospitality, and Service.
 - First time that group has ever been convened
 - Both private and public sectors represented
- Met as a group and then in subcommittees, as well as completed online surveys
- As a group, determined priorities, catalyst project, implementation road map, and key metrics for ongoing evaluation.

What's In It?

Catalyst Project – Healthcare and Innovation District

“Create a Healthcare and Innovation District between the Riverfront, Downtown, and the Hospitals”

- A unique driver and connector across strategies and key actions.
- A major catalyst to the overall economy

Themes/Overarching Goals

Growing Our Own

Enhancing talent and workforce pipeline through industry involvement

*Chamber is already doing several things on this front. Recommendations here surround convening and collaborating.

- Create a Warren County Labor Shed Working Group
 - Private Industry, educational institutions, economic development, social service providers, and the public sector meeting to discuss coordination, data sharing, etc.
- Applied Research for Ongoing Skills Gap Analysis
 - Data collection that promotes an industry-education loop on training needs/volume/capacity
- Target Boomerangs and Baby Boomers
 - Boomerangs – those with existing personal connections to Bowling Green-Warren County.
 - Boomers – Mobile and much higher retirement income than previous generations. Could help with Boomerangs too.
- Leader In Me 2.0
 - Increase industry involvement and create linkages to future career academies
 - Work with Franklin Covey to continue and evolve

Destination BG

Place-based strategies and marketing for talent attraction and retention

- “Launch pad for local” – small business development module for independent retail, food/beverage and entertainment sectors.

- Convene downtown groups and recruit a city center coordinator
- Coordinate business marketing and attraction efforts to create a dense, mixed use , live-work-play environment along the Barren Riverfront - Supports Catalyst Project

Community Entrepreneurship

Diversification through traditional attraction and startup activity that builds on existing strengths

- Industry-University Technology Partnership initiatives
 - Conduct an inventory of tech and industry needs to find areas for collaboration on applied R&D
- Entrepreneurship Ecosystem Initiatives
 - Develop culture of collaboration, experimentation, risk taking and investment
- Online Dashboard – We Build BG
 - Design a public infographic demonstrating outcomes and progress
 - Ensure regular convening of area institutions to identify opportunity and integration of effort
- Create Healthcare and Innovation District Plan
 - Develop a strategic and land use plan for area around medical center – leading into the Barren Riverfront.

Planning Our Welcome Mat

“Dress the community for success” by aligning land use and infrastructure tools.

- Downtown District Revitalization Strategy
 - Add increased emphasis on downtown housing and amenities to support
 - Adjust zoning to support healthcare innovation district as well as the barren riverfront redevelopment concept
 - Allow for moderate density, vertical mixed use developments (similar to VUE)
- Develop Code Overlays for Welcome Mat Corridors
 - Develop improvement plans for key corridors that serve as entry points to the community.
- Coordinate Land Use Planning for Infrastructure Investment, including industrial park planning
 - Emphasize mixed use potential for the urban core
 - Coordinate on the balance of needs for greenfield space and needs for commercial and residential uses
- Cost/benefit of City-County Merger

- Assess impact of merging city and county service to determine efficiency.
- Improve connectivity of greenways and trails
 - Update master plan to reflect needs for connectivity and overall mobility.
 - Coordinate to eliminate breaks in the greenway network
 - Leverage community health organizations to expand access to more resources
- Build on fiber optics planning
 - Expand capacity and speed of the fiber optic network